



Department of Management
Birla Institute of Technology, Mesra, Ranchi - 835215
(India)

Institute Vision

To become a Globally Recognized Academic Institution in consonance with the social, economic and ecological environment, striving continuously for excellence in education, research and technological service to the National needs.

Institute Mission

1. To educate students at Undergraduate, Post Graduate Doctoral and Post-Doctoral levels to perform challenging managerial jobs in industry.
2. To provide excellent research and development facilities to take up Ph.D. programmes and research projects.
3. To develop effective teaching and learning skills and state of art research potential of the faculty.
4. To build national capabilities in technology, education and research in emerging areas.
5. To provide excellent technological services to satisfy the requirements of the industry and overall academic needs of society.

Department Vision

To be recognized as a frontrunner in Management education in the country in consonance with the social, economic and ecological environment while striving to contribute to nation building through excellence in research and development activities.

Department Mission

1. To educate students at Postgraduate and Doctoral level to perform better in challenging environment.
2. To nurture first generation entrepreneurs with innovative mindset.
3. To provide excellent Consulting, and Research & Development facilities for faculty and students.
4. To uphold the values of Personal Integrity and Social Responsibility

BBA Programme Educational Objectives (PEO)

1. To impart knowledge of the fundamentals of Management theory and its application in problem solving.
2. Select and apply appropriate tools for decision making required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

BBA Program Outcomes (PO)

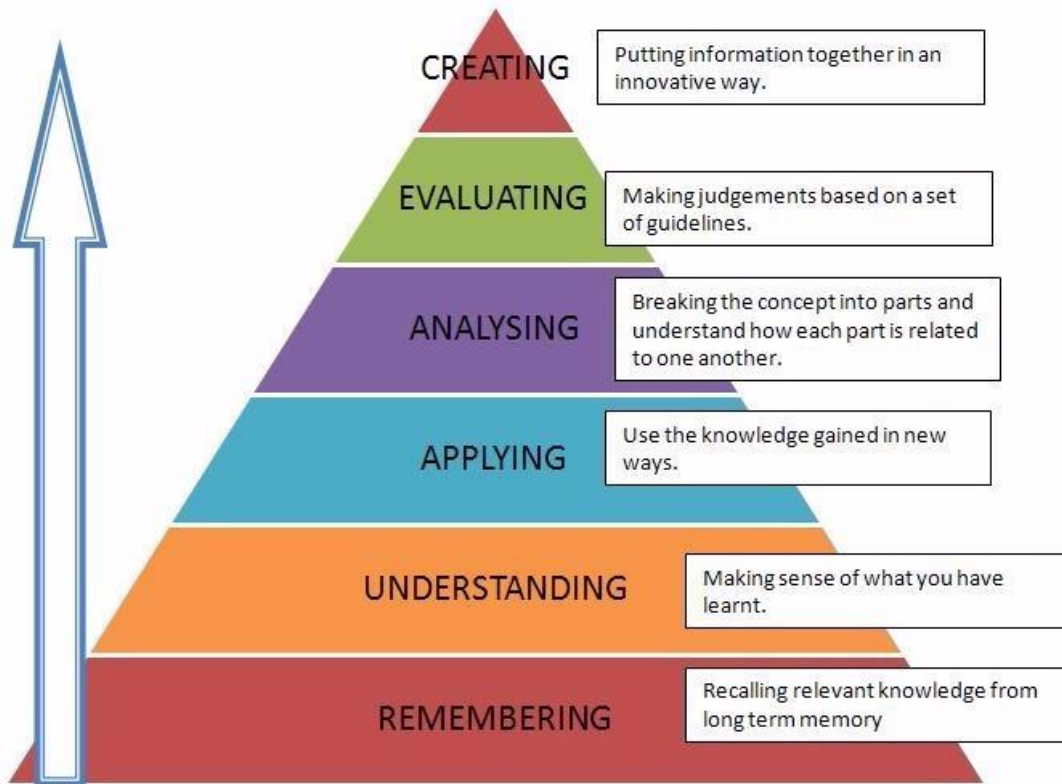
On successfully completing the program the student will be able to:

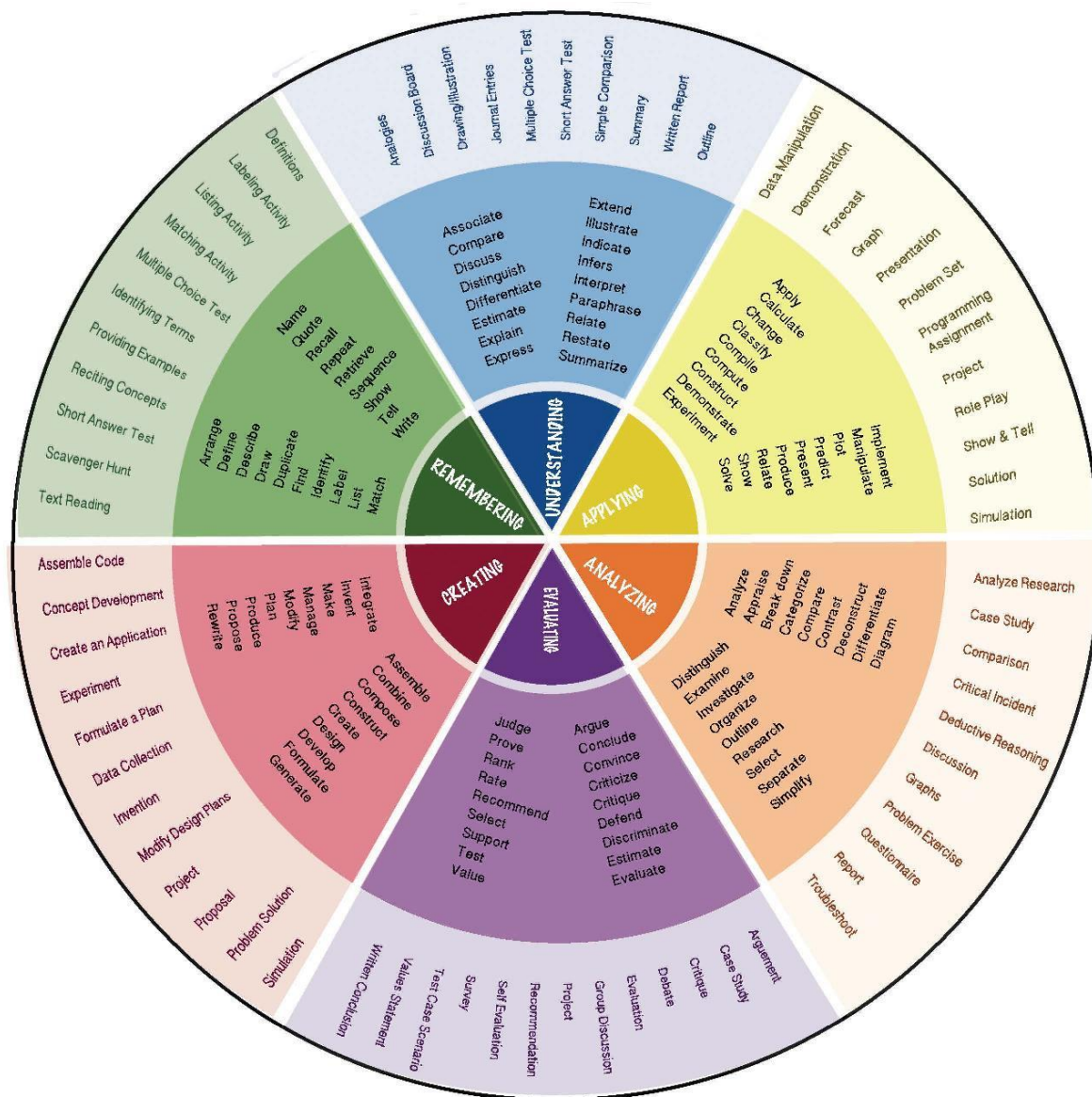
1. Demonstrate the knowledge of management science to solve complex corporate problems using limited resources.
2. Review literature, define and analyze management research problems.
3. Identify business opportunities, design and implement innovations in workspace.
4. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
5. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

BLOOM'S TAXONOMY FOR CURRICULUM DESIGN AND ASSESSMENT:

Preamble

The design of curriculum and assessment is based on Bloom's Taxonomy. A comprehensive guideline for using Bloom's Taxonomy is given below for reference.





FIRST SEMESTER

(Programme Core)

MT -101 General Principles of Management

COURSE INFORMATION SHEET

Course Code	:	MT101
Course Title	:	GENERAL PRINCIPLES OF MANAGEMENT
Pre-requisite(s)	:	NIL
Co- requisite(s)	:	NIL
Credits	:	L: 3 T: 0 P: 0
Class schedule per week	:	03
Class	:	BBA
Semester / Level	:	I/1
Branch	:	Management
Name of Teacher	:	

Course Objectives

This course enables the students to:

A	To understand the basic principles of Management; used to manage an enterprise.
B	To have an insight into the evolution of management theory and familiarity with different schools of management thoughts
C	To appreciate the six major functions of Management i.e. Planning, Organizing, Staffing, Leading, Directing and Controlling
D	To explain the concept and nature of management.
E	To understand the significance of management, along with the various levels of Management and the skills required at each level

Course Outcomes

After the completion of this course, students will be able to:

1	To apply the basic knowledge of subject area
2	To analyse the concept of management and its functions.
3	To apply management skills required at each level
4	To apply various leadership role in the community
5	To demonstrate the Intellectual curiosity to see the world around

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Introduction to Management Definition, Nature, Managerial Roles, Managerial skills and Levels, Basic Functions of Management, Evolution of Management Thoughts and Trends and Challenges of Management in Global Scenario	9
Module – II Planning Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises Forecasting and decision making.	7
Module – III Organizing Concept, Definition, Formal and Informal Organisation, Organizational Structure:- Types & significance (Functional Organization, Product/ Market Organisation and Matrix Structure), Span of Management, Delegation of authority.	9
Module – IV Staffing & Controlling Definition, Process of staffing, Meaning & Need of Control, Controlling Process, Types of Control Devices.	7
Module – V Directing Meaning of Motivation, Motivational theories - Maslow Hierarchy of Need Theory & Herzberg Two Factor Theory Leadership Definition, Characteristics (referring few theories of leadership)	9

Text Books:

1. Koontz, H. and Weihrich, H (1998) & (2001) Essentials Of Management (Tata McGraw Hill: New Delhi) Edition- 5th and 10th

Reference Books:

1. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi) Edition -5

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments

Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				E
	A	B	C	D	
CO1	3	1	3	3	2
CO2	3	3	3	2	1
CO3	3	2	1	3	2
CO4	3	2	3	3	2
CO5	3	1	3	2	1

Correlation Levels 1, 2 or 3 as defined below:

- 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4
CD3	Seminars	CO3	CD1
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT102 Business Statistics

COURSE INFORMATION SHEET

Course Code	: MT102
Course Title	: BUSINESS STATISTICS
Pre-requisite(s)	: NIL
Co- requisite(s)	: NIL
Credits	: L: 3 T: 1 P: 0
Class schedule per week	: 04
Class	:BBA
Semester / Level	: I/1
Branch	: Management
Name of Teacher	:

Course Objectives

This course enables the students to:

A	To understand the importance of data and how to collect, organise and summarise those data.
B	To describe preliminary statistical techniques to solve problems.
C	To explain the merits and limitations of different statistical techniques.
D	To impart the knowledge of interpreting the result of data analysis.
E	To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

Course Outcomes

After the completion of this course, students will be able to:

1	Appraise the need for data analysis.
2	Formulate the statistical problem and solve it.
3	Interpret the results of statistical analysis for improved managerial decision making.
4	Design and describe problems of inferential statistics.
5	Apply analytical skills in both private and public business organizations in the country.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Introduction to Statistics: Definition of Statistics, Scope of Statistics, Types of Data. Methods of collecting Data, Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numerical exercises.	8
Module – II Measures of Central Tendency: Need for measuring central tendency of data; Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode: their properties, merits and demerits. Numerical exercises.	12
Module – III Measures of Dispersion: Need for measuring dispersion of data; Range, Mean Absolute Deviation, Quartile Deviation, Standard deviation, Coefficient of Variation: their properties, merits and demerits. Numerical exercises.	12
Module – IV Correlation and Regression Analysis (for ungrouped data): Need for studying correlation, Types of Correlation, Methods of Studying Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank Correlation, Method of least squares. Need for studying regression analysis, Two regression equations, Regression co-efficient and its properties. Numerical exercises.	12
Module – V Business Forecasting through Time Series Analysis: Significance of forecasting in business, Steps in Forecasting, Role of Time Series Analysis, Components of Time Series: Secular Trend, Seasonal Variations, Cyclical Variations, Irregular Variations. Method of Semi-averages. Numerical exercises.	12

Note: The treatment of the subject matter is to be application oriented in the field of management. The proof of theorems and derivations of formulae is not required.

Text Books:

1. Gupta S.P. and Gupta M.P. (2015), Business Statistics. (Sultan Chand & Sons: New Delhi). 18th ed.
2. Das N.G. (2017). Statistical Methods (combined volumes). (Tata McGraw-Hill: New Delhi).

Reference Books:

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui (2017), Statistics for Management. (Pearson: New Delhi) 8th ed.
2. Hogg Robert V., McKean Joseph, Craig Allen T. (2017), Introduction to Mathematical Statistics (Pearson: New Delhi) 7th ed.
3. Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham-Mumbai) 1st ed

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	1	3	3	3
CO2	3	1	3	2	2
CO3	3	2	1	3	1
CO4	3	2	3	3	3
CO5	3	1	3	2	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini Projects/Projects	CO4	CD1,CD2,CD5,CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,CD3,CD4,CD6,CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 103 Introduction To Business Accounting

COURSE INFORMATION SHEET

Course Code	:MT103
Course Title	: Introduction To Business Accounting
Pre-requisite(s)	: NIL
Co- requisite(s)	:NIL
Credits	: L: 3 T: 0 P: 0
Class schedule per week	: 03
Class	:BBA
Semester / Level	: I/1
Branch	: Management
Name of Teacher	:

Course Objectives

This course enables the students to:

A	To understand the concept and role of accounting in financial reporting in modern economy
B	To develop the understanding of basic accounting concepts and techniques of and accounting system. Principles and procedures underlying the accounting process.
C	To provide an understanding, importance of accounting; preparation of final accounts for profit making organization
D	To understand the preparation of accounting for non-profit organization.
E	To provide the knowledge of bills of exchange transaction and bank reconciliation statement

Course Outcomes

After the completion of this course, students will be able to:

1	Demonstrate the role of accounting in business in economic world.
2	Explain the principles of accounting and book keeping.
3	Apply accounting rules in determining financial results and preparation of financial statement
4	Develop and practice the maintenance of accounting books for non-profit making organization
5	Determine the processes of billing in business and banking transaction

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Accounting Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.)Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of Trial Balance, Subdivision of journal-daybook.	9
Module – II Trading Account, Profit and Loss Account, Balance sheet, Closing entries, Assets and their Classification, Liabilities and their Classification, Uses and Limitations of Balance sheet.	9
Module – III Capital and Revenue Expenditure and Receipts: Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss.	9
Module – IV Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems.	9
Module – V Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills, preparation of Bank Reconciliation.	9

Text Books:

1. Hanif and Mukherjee(2003) ,Modern Accountancy Volume 1,Tata McGraw Hill Publishing Company Limited,New Delhi,2nd Edition.
2. Grewal ,T.S(2003) Introduction to Accountant: S.Chand& Company Ltd.
3. Tulsian P.C ,Financial Accounting, pearson,sixteenth impression,2015

Reference Books:

1. Robert . N. Anthony,David F Hawkins,Kenneth A Merchant(2004) ,Accounting Text and Cases,Tata Mc Graw Hill Publishing Company Ltd. ,New Delhi,!!th Edition
2. Frank Wood & Alan Sanger (2008), Business Accounting,Pearson Education Ltd.,11th Edition

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	1	2	1	2	2
CO2	2	1	3	2	2
CO3	2	2	2	3	1
CO4	1	2	3	2	3
CO5	2	2	2	3	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2
CD4	Mini Projects/Projects	CO4	CD1
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 104 Computerised Accounting Lab

COURSE INFORMATION SHEET

Course Code : MT104
Course Title : Computerised Accounting Lab
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits : 2 L: 0 T: 0 P: 4
Class schedule per week : 4
Class :BBA
Semester / Level : I/1
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students to:

A	To understand the nature, significance and objectives of accounting and its growing importance.
B	To analyse and understand the need of computers in accounting
C	To determine the use of technology in accounting
D	To highlight the importance of IT
E	To apply the latest practices of accounting

Course Outcomes

After the completion of this course, students will be able to:

1	Demonstrate entries in Books of Accounts
2	Integrate IT &Accounting
3	Apply Professional Research Abilities in this area
4	Create and group accounts and Ledger
5	Construct &prepare various books of accounts

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Computerized Accounting Introduction to computerized accounting, Essentials of computerized accounting ,features of computerized Accounting, Advantages and disadvantages of computerized accounting, computerised Vs Manual accounting	6
Module – II Introduction to Accounting Package Features of Accounting package,Getting functional with Accounting Package ,Creation /Setting up of company	4
Module – III Accounting Vouchers Types of Vouchers-Contra Voucher,Payment Voucher ,receipt voucher ,sales voucher.Editing and deleting of vouchers,voucher numbering and customizing of vouchers	6
Module – IV Creation and Grouping of accounts &Ledger Creation of accounts and grouping of accounts ,Single group and multiple groups,Creation of Ledger ,entering of transaction and preparation of Ledger	6
Module – V)Subsidiary Books &Preparation of Final Accounts Preparation of various books-purchase books,purchase return book ,sales book,sales return book ,cash book closing stock adjustment ,trail balance ,Depreciation and other adjustment entries,Profit and loss account and Balance sheet	6

Text Books:

1. Frank wood & Alan Sanger(2008),Business Accounting ,Pearson education Limited,11th Edition (1,3,45,6,7)
2. J .R Monga(2004) ,Financial Accounting concepts and application,Volume -1:Text, Mayoor Paperbacks,18th Edition (1,7)

Reference Books:

1. Robert N Anthony,David F Hawkins,Kenneth A Merchant(2004),Accounting Text and cases,Tata McGraw Hill Publishing Company Limited,New Delhi,11th Edition
2. Hanif and Mukherjee(2003),Modern Accountanvy Volume 2,Tta Mc Graw Hill Publishing Company Limited, new Delhi, 2nd Edition

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Day to day performance & Lab files	30
Quiz (s)	15
Viva	15
Viva Voce	15
End Semester Examination	25

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	3	2	2	2
CO2	3	2	2	2	3
CO3	3	2	2	2	2
CO4	3			2	2
CO5	3	2	2	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD3
CD3	Seminars	CO3	CD1,CD4,CD5
CD4	Mini Projects/Projects	CO4	CD1, CD5
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD5
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 105 Business Communication

COURSE INFORMATION SHEET

Course Code : MT -105
Course Title : Business Communication - I
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits : 2 L: 0 T: 0 P: 4
Class schedule per week : 04
Class :BBA
Semester / Level : I/1
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students to:

A	To develop inter personal skills and create an effective goal-oriented team player within an individual
	To develop professionals with practical attributes along with moral values
C	To enhance communication and problem-solving skills.
D	To re-engineer attitude and understand its influence on behaviour.
E	To cope up with the industry demands

Course Outcomes

After the completion of this course, students will be able to:

1	Explain the significance of Communication skills for a manager
2	Identify his Strengths and Weaknesses as an Individual
3	Communicate effectively as a member of a work group
4	Design and make effective presentations
5	To frame appropriate answers to typical interview questions

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I 1:SELF ANALYSIS: SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem	9
Module – II ATTITUDE & CREATIVITY: Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette, Out of box thinking, Lateral Thinking	6
Module – III DYNAMICS OF GROUP DISCUSSIONS & DEBATE: Significance of GD, Methodology, & Guidelines. Different skill set required for GD, Recruitment process & group discussion. Debating effectively Difference between Group Discussion and Debate.	9
Module – IV 4: MOTIVATION & TIME MANAGEMENT: Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators, Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work.	6
Module – V PRESENTATION & SPECIFIC PURPOSE PUBLIC SPEAKING Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking (inner and outer traits), do's and don'ts. INTERVIEWS: Types & Styles of Interview, Fundamentals of Facing Interviews, tips before going down for an interview, while waiting for your turn to come, different rounds of interview & Frequently Asked Questions.	11

Text Books:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .
2. Rizvi, M. Ashraf. Effective Technical Communication, New Delhi: Tata McGraw Hill, 2007.

Reference Books:

1. Brusaw, Charles T., Gerald J. Alred & Walter E. Oliu. The Business Writer's Companion, Bedford: St. Martin's Press, 2010.
2. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
3. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006
Lewis, Norman. How to Read Better and Faster. New Delhi: Binny Publishing House.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Day to day performance & Lab files	30
Quiz(s)	15
Viva	15
End Semester Examination	25
Viva Voce	15

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	1	3	3	1
CO2	3	1	3	2	3
CO3	3	2	1	3	2
CO4	3	2	3	3	1
CO5	3	1	3	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD2, CD4, CD5
CD3	Seminars	CO3	CD5
CD4	Mini Projects/Projects	CO4	CD2, CD5, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD2, CD3, CD4, CD6, CD8, CD5
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT106 Fundamental of Computing

COURSE INFORMATION SHEET

Course Code : MT106
Course Title : Fundamental of Computing
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits : 4 L: 3 T: 0 P: 2
Class schedule per week : 4
Class :BBA
Semester / Level : I/1
Branch : Management
Name of Teacher :
Course Objectives

This course enables the students to:

A	Understand the Basics Of Computer.
B	Describe the Basics of Number System.
C	Know the Operations on different types of Number systems like Binary, Octal, hexadecimal.
D	Clarify the Basics of Operating systems.
E	Explain how to use software packages in day to day activities.

Course Outcomes

After the completion of this course, students will be able to:

1	Apply math and Boolean algebra in performing computations in various number systems.
2	Simplify Boolean algebraic expressions
3	Perform operations on Numbers like Addition/Subtraction of Numbers in 2's Complement Notation, Binary Multiplication, and Binary Division.
4	Demonstrate the use of Internet and World Wide Web, Communication Protocols & LAN.
5	Demonstrate the use of Time-Sharing OS using Unix & Linux O/S.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Computer Basics and Languages Models of a Computer Systems, Characteristics of Computers, Problem Solving. Why Programming Language? Assembly Language, High-level Language, Compiling High-level Language, Some High-level Languages.	9
Module – II Data Representation Representation of Characters in Computers, Representation of Integers and Real in binary, Hexadecimal Representation of Numbers, Conversion between Different Number Systems.	7
Module – III Binary Arithmetic Binary Addition, Binary Subtraction, Signed Numbers, Two's Complement Representation of Numbers, Addition/Subtraction of Numbers in 2's Complement Notation, Binary Multiplication, Binary Division. Computer Input/output Unit: Description of Computer Input Units Other Input Methods, Computer Output Units	9
Module – IV Memory Memory Cell Memory Organization Read-only Memory, Serial-access Memory Physical Devices Used to Construct Memory, Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives.	7
Module – V Computer Networks (9 lectures) Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks	9

Text Books:

1. TL ESL. Introduction to Computer Science. Pearson, New Delhi.
2. O'Brien & James. Introduction to Information System. McGraw-Hill.

Reference Books:

1. Sinha, P.K. & Sinha, P. Computer Fundamentals. BPB, New Delhi
2. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
3. Fundamental of Computers – By P. K. Sinha

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	2	1	2	1	2
CO2	2	1	2	2	1
CO3	2	1	2	2	2
CO4	3	2	3	2	1
CO5	2	1	3	2	1

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2,CD5
CD4	Mini Projects/Projects	CO4	CD1,CD2,CD5
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,CD5
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

SEMESTER II

MT 107 Organisational Behaviour

COURSE INFORMATION SHEET

Course Code : MT107
Course Title : ORGANISATIONAL BEHAVIOUR
Pre-requisite(s) :NIL
Co- requisite(s) :NIL
Credits :03 L:3 T:0 P: 0
Class schedule per week :03
Class :BBA
Semester / Level : II/1
Branch : Management
Name of Teacher:

Course Objectives

This course enables the students:

A.	To understand basic OB concepts and enhance the attitude, behaviour, perception and leadership style.
B.	To Describemotivation and related concepts.
C.	Explain concepts of individual differentiators like Personality, Attitude and perception.
D.	To understandthe concepts of conflict and conflict management.
.E	Describe leadership quality and its importance in group and self-development.

Course Outcomes

After the completion of this course, students will be able:

1	To apply the basic concepts of OB.
2	To illustrate individual differences based on personality, attitude and perception and its implications.
3	To demonstrate good leadership qualities.
4	To handle and resolve various types of conflicts in the organization.
5	To motivate people with enhanced interpersonal skills.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module I: Introduction: Meaning and Importance of the Study of OB, Why Study Organizational Behaviour, Models of Organizational Behaviour, Contributing Discipline of the OB field, Organization and Environment, Evolution of Org. Behaviour, Organizational Strategies and policies. Different perspectives of organizations in India and elsewhere.	8
Module II: Personality: Concepts and determinants, Stages in personality development, Freud's Personality theory, The effects of Biological factors in personality. Perception: Concepts and selectivity factors, perception and influence on individual behavior. Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner & Social learning) Attitude: Concepts Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes.	12
Module III: Motivation: Concept and importance of motivation, important objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Frederick W. Taylor, Alderfer ERG Theory, Herzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)	8
Module IV: Leadership and group dynamics: Definition and an introduction, Ohio state and Michigan leadership theories, Traditional Theories, (Trait Theory and Contingency Theory), Modern Theories (Charismatic Theories), Formal and informal groups and role concepts, factors affecting group effectiveness, Group Developmodel.	7
Module V:	7

Communication and Conflict Management: Interpersonal communication and TA, Sources of conflict, Types & Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective, conflict resolution.	
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Text books:

1. KohilA.S.,AndDebT(2008),Performancemanagement,NewDelhi:Oxford universities press.
2. Bhattacharya, D.K., Compensation Management, Second Edition, Oxforduniversity press.

Reference books:

1. Michael Armstrong and AngelaBaron (2009), Performance Management,Mumbai; Jaico publishingHouse.
2. Rao, T.V. (2007), Performance Management and Appraisal Systems, NewDelhi.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Course Outcome

Course Outcomes (Cos)	Program Outcomes (POs)				
	A	B	C	D	E
CO1	2	3	2	3	3
CO2	2	3	2	2	2
CO3	2	3	2	2	3
CO4	1	2	1	2	2
CO5	2	3	1	2	2

Mapping of Course Outcomes onto Program Outcomes:

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1 CO5	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		

CD9	Simulation		
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MT 108 Quantitative Techniques in Management

COURSE INFORMATION SHEET

CourseCode	:MT108
CourseTitle	:Quantitative Techniques inManagement
Pre-requisite(s)	:NIL
Co-requisite(s)	:NIL
Credits	:4 L:3 T:1 P: 0
Class scheduleperweek	:4
Class	:BBA
Semester/ Level	: II/1
Branch	:Management
Name ofTeacher	:

Course Objectives

This course enables the students:

A.	To understand the importance of probability distribution in quantitative analysis.
B.	To explain the importance and use of sampling and sampling distribution in an empirical study.
C.	To explain the importance of statistical estimation and its use.
D.	To understand hypothesis formulation and testing it for different tests.
E.	To understand the importance and use of inferential statistics in different managerial and social problems.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Appraise the need for quantitative techniques in empirical study.
CO2	Formulate and solve different probability distribution problems.
CO3	Design hypothesis and solve it for different statistical tests.
CO4	Analyse, design and solve non-parametric problems.
CO5	Identify and analyse business problems, select appropriate models, verify and translate the results into suitable business strategy.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Basics of Probability and Probability Distributions (8 lectures) Set Operations on Events, Venn Diagram, Introduction to Probability: definition, need, scope; Conditional Probability, Probability Laws: Addition and Multiplication, Probability Distribution: definition, pmf, pdf, cmf, cdf; Binomial, Poisson & Normal Distributions: significance, properties; Standard Normal Distribution, Area under the normal Curve. Numerical exercises.	8
Module 2: Sampling and Sampling Distributions (12 lectures) Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random Sampling, Merits and Demerits of different Sampling methods. Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance, Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample. Numerical exercises.	12
Module 3: Estimation of Parameters: (12 lectures) Definition, Significance of statistical estimation, Types of Estimation: Point and Interval, Construction of Confidence Interval for population mean and confidence interval for Population Proportion for one population sample. Numerical exercises.	12
Module 4: Tests of Hypothesis (for large samples): (12 lectures) Definition, Significance, Procedure of Hypothesis Testing, Type I and Type II Errors, One tailed and Two Tailed Tests, Testing of Hypothesis about population mean for one population sample, Testing of Hypothesis about a population proportion for one population sample. Numerical exercises.	12

Module 5:Chi-square Test (Non-parametric test): (12lectures) Chi-square distribution: definition, properties, significance and scope of it. Test of Independence, Test of Variance and Test of Goodness of Fit. Numerical exercises.	12
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Note: The treatment of the subject matter is to be application oriented in the field of management. The proof of theorems and derivations of formulae is not required.

Text books:

1. Gupta and Gupta.(2015), Business Statistics. (Sultan Chand & Sons: New Delhi).18th ed.

Reference books:

- 1.Richard I. Levin, David S. Rubin, Masood H. Siddiqui (2017), Statistics for Management. (Pearson: New Delhi) 8thed.
- 2.Hogg Robert V., McKean Joseph, Craig Allen T. (2017), Introduction to Mathematical Statistics (Pearson: New Delhi) 7thed.
- 3.Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham- Mumbai) 1sted.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Course Outcome

Mapping between Course Outcomes and Programme Outcomes:

Course Outcomes (COs)	Programme Outcomes (POs)				
	A	B	C	D	E
CO1	1	3	1	1	1
CO2	2	3	1	1	1
CO3	3	2	1	1	2
CO4	2	3	1	1	1
CO5	1	2	1	1	1

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD2, CD3, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2, CD8

CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

MT 109 Principles of Marketing- I

COURSE INFORMATION SHEET

Course code :MT109
Course title : Principles of Marketing-I
Pre-requisite(s) :NIL
Co- requisite(s) :NIL
Credits :03 **L:3** **T:0** **P: 0**
Class schedule per week :3
Class : BBA
Semester / Level : II/1
Branch :Management
Name of Teacher :

Course Objectives

This course enables the students:

A.	To develop understanding of the conceptual framework of marketing and its environment
B.	To gain an insight into the concept of market segmentation, targeting and positioning
C.	To develop understanding towards product mix and branding
D.	To examine the relevance of Pricing and distribution in product mix
E	To develop an understanding of the various promotion mix used

Course Outcomes

After the completion of this course, students will be able to:

CO1	Apply the basic concepts of marketing and Marketing environment
CO2	Analyze and identify market segments and explore targeting and positioning.
CO3	Distinguish the product mix of various companies and identify the relevance of branding
CO4	Enumerate the significance of pricing and distribution decisions of a firm.
CO5	Analyse the importance of promotion and identify various vehicles used in promotion of products.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Introduction to Marketing and Marketing Environment: Meaning and Concept of Market and Marketing, Core Marketing Concepts, Marketing and Selling (concepts and differences), Introduction to Marketing Mix, Elements of Company's Macro and Micro Environment, Responding to Company's marketing environment	10
Module 2: Market Segmentation, Targeting and Positioning: Concept, Needs, bases/ variables for segmenting consumer market, Attributes of Effective Segmentation, Challenges in segmentation, Concept of Target Market, Selection of Target Market, Market positioning	9
Module 3: Product Management: Definition of Product, Classification and Levels of Product, Concept of Product Line, Product Line Decision, Product Mix , Definition of Brand and Brand Equity, Selection of Brand Name	7
Module 4: Pricing Decisions and Channel Management: Concept of Price, Factors Influencing Pricing, Methods of Pricing, Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries, Channel Design Decision, Wholesaling and retailing	10
Module 5: Marketing Communication: Definition, Concept of Integrated Marketing Communication, and Relevance of Integrated marketing Concept.	10

Introduction to Elements of Promotion Mix, Advertising, sales promotion, personal selling, events and experiences , online marketing, social marketing , mobile marketing, direct marketing.	
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Text Books:

1. Ramaswamy, V.S. and Namakumari, S. (2010), Marketing Management; Macmillan: Publishers India Ltd, 4th edition.
2. Kotler, P. and Armstrong G. (2004) Principles of Marketing; Pearson Prentice Hall: New Delhi, 10th edition.

Reference Books:

1. Keegan W.J (2009) Global Marketing Management; Pearson Prentice Hall: New Delhi, 7th edition.
2. Neelamegaham .S. (2006) Marketing in India; Vikas publishing house Pvt. Ltd. 3rd edition
3. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcomes (COs)	Program Outcomes (POs)				
	A	B	C	D	E
CO1	1	2	1	1	1
CO2	3	3	1	2	2
CO3	3	2	1	2	3
CO4	1	3	2	1	2
CO5	1	2	3	1	1

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2

CD5	Laboratory experiments/teaching aids		CO5	CD1,CD2
CD6	Industrial/guest lectures		CO5	CD1,CD2
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 110 Business Communication II

COURSE INFORMATION SHEET

Course code :MT110
Course title : **Business Communication II**
Pre-requisite(s) :NIL
Co- requisite(s) :NIL
1. Credits :2 **L:** **T:0** **P:4**
Class schedule per week :4
Class : BBA
Semester / Level : II/1
Branch :Management
Name of Teacher :

Course Objectives

This course enables the students:

A.	To develop inter personal skills and create an effective goal-oriented team player within an individual
B.	To develop professionals with practical attributes along with moral values
C.	To enhance communication and problem-solving skills.
D.	To re-engineer attitude and understand its influence on behaviour.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Explain the significance of Communication skills for a manager
CO2	Design resume, Job applications, appointment letters.
CO3	Write Technical reports.
CO4	Prepare documents required for effectively communicating with Financial institutions like Banks & insurance companies

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Business Correspondence: Meaning, Objectives, Importance, Essential qualities of a good business letters, Parts of business letter, Types of business letters (enquiry and reply, sales, quotation, order, complaint, recovery letter), 7C's of effective business correspondence.	8
Module 2: Office and Email Correspondence: Notices, agendas and minutes, Memorandums, Circulars, Office orders, Learn to draft email (importance, structure, procedure, style, jargons and acronyms, security and precautions)	8
Module 3: Job Related Correspondence: Preparing bio - data, Covering letter, Profile writing, Interview letter, Appointment letter, Confirmation letter, Promotion, retrenchment and resignation letter.	8
Module 4: Report Writing: Meaning, objective and features of business report, Structure and layout, Parts of a report and specimen report.	8
Module 5: Correspondence with Bank and Insurance Companies: Answering customer's enquiries (safe custody services, advice on investments, information about customer's creditworthiness, customer's request for overdrafts and loans), Replies to complaint Letters (Bank charges on current account, dishonour of cheque, over draft and loan accounts). Insurance letters (Life, Fire and Marine Insurance).	8

Text Books

1. Sharma, R.C. and Krishna Mohan (2000). Business Correspondence and Report Writing. New Delhi: Tata McGraw Hill Education Pvt. 2. Rai, Urmila and S.M. Rai (2000). Business Communication. New Delhi: Himalaya Publishing House. 3. Pal, Rajendra and J.S. Korlahalli (2002). Essentials of Business Communication. New Delhi: Sultan Chand and Sons.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
Day to day performance & Lab files	30

Quiz (s)	15
Viva	15
End Semester Examination	25
Viva Voce	15

Indirect Assessment –

2. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcomes (COs)	Program Outcomes (POs)				
	A	B	C	D	
CO1	3	1	3	3	
CO2	3	-	3	2	
CO3	3	2	1	3	
CO4	3	2	3	3	

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD5
CD2	Tutorials/Assignments	CO2	CD2,CD4, CD5
CD3	Seminars	CO3	CD5
CD4	Mini projects/Projects	CO4	CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD2,CD3, CD4,CD6, CD8,CD5

CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 111 Introduction to Materials Management and Production Management

COURSE INFORMATION SHEET

Course Code : MT 111
Course Title : Introduction to Materials Management and Production Management
Pre-requisite(s) : NIL
Co- requisite(s) : NIL
Credits : 03 L: 3 T: 0 P: 0
Class schedule per week : 03 Lectures
Class : BBA
Semester / Level : II/1
Branch : Management
Name of Teacher:

Course Objectives

This course enables the students to:

1.	To understand appropriate decision making concepts about facility location and facility layout.
2.	To understand concepts of basic functions of purchase, store, inventory control etc.
3.	To conceptualize the nature and applicability of this subject in various fields of management.

4.	To explore the knowledge of production planning and control.
5.	To understand various concepts of production planning and control.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Appraise the basics of materials and production management.
CO2	Decide the purchase procedure and analyse and execute store management functions.
CO3	Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.
CO4	Develop and forecast production and sales and make facility layout decisions.
CO5	Apply concepts of production planning and control and plant maintenance in commercial businesses.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Nature and Scope of Materials Management, Objectives and Importance of Materials Management, Integrated Approach to Materials Management and its Advantages and Limitations	8
Module 2: Purchasing Functions, Purchase Procedure and Purchasing Cycle, Stores Management, Location and Layout of Stores, Stores System and Procedures.	7
Module 3: Inventory Control, Concept of EOQ and ROP, Value Analysis and ABC Analysis. Simple application oriented numerical problems on EOQ, ROP and ABC analysis.	6
Module 4: Nature and Scope of Production Management, forecasting – first step of production function, need for sales forecasting, Types of forecasting techniques, Plant location decision, locational problem analysis and importance of location factors, facility layout decision, types of layout, line balancing , merits and demerits of layouts.	12
Module 5: Production planning and control – nature, factors determining production planning, production planning systems, production control, benefits of production control, and elements of production control, plant maintenance – objectives, types of maintenance scope, importance .	10

Text books:

1. Gopalakrishna, P. and Sunderasan, M., Materials Management: An Integrated Approach (PHI: New Delhi)
2. Ashwathapa, K and Sridhara Bhat, K Production and Operations Management (Himalaya Publishing, House, Mumbai – 04)

Reference books:

1. Chary, S.N., Production and Operations Management (TMH: New Delhi)
2. Khanna, O.P., Industrial Engineering and Management (Dhanpat Rai: New Delhi)

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	2	1	2	1	3
CO2	2	1	2	2	1
CO3	2	1	2	2	2
CO4	3	2	3	2	1
CO5	2	1	3	2	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2, CD7, CD 8
CD2	Tutorials/Assignments	CO2	CD1, CD2 and CD8
CD3	Seminars	CO3	CD1, CD2 and CD3
CD4	Mini Projects/Projects	CO4	CD1 and CD2
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1 and CD2
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 112 Business Economics

COURSE INFORMATION SHEET

Course Code : MT 112
Course Title : Business Economics
Pre-requisite(s) : NIL
Co- requisite(s) : NIL
Credits : 03 L: 3 T: 0 P: 0
Class schedule per week : 03 Lectures
Class : BBA
Semester / Level : II/1
Branch : Management
Name of Teacher:

Course Objectives

This course enables the students to:

1.	Understand the economic theories, concepts and principles.
2.	How to make a choice from among various alternatives, how are price determined
3.	Why are countries divided into developed and less developed categories
4.	Why do economies face recession and are there any remedies to that
5.	What are the various price output relationship exist in market

Course Outcomes

After the completion of this course, students will be able to:

CO1	Analyse how decisions are made about what, how and for whom to produce.
CO2	Demonstrate its importance in making managerial decisions.
CO3	Develop an understanding of demand and supply function in determining market equilibrium
CO4	Analyse the pricing and output decisions.
CO5	Various pricing practices followed by firm in reality.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Basic Concepts and Principles Introduction, definition and scope of Business Economics, Basic assumptions in Business Economics, Types of Economic Analysis, Types of Economic Decision in Business Economics, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines.	6
Module 2: Theory of Demand and Supply Introduction to demand, Law of Demand, Introduction to supply, Law of Supply, Market Equilibrium.	5
Module 3: Theory of Consumer Behaviour and Demand Forecasting Introduction and concept of consumer choice, consumer preferences, and consumer income, Concept of Revealed preference theory and Consumer Surplus, Introduction and concept of Price Elasticity of demand, Introduction and concept of Income elasticity of demand, Introduction and concept of cross elasticity of demand and promotional elasticity of demand, Importance of elasticity of demand, Introduction and meaning of demand forecasting, Subjective methods of demand	8

forecasting, Quantitative methods of demand forecasting and limitations of demand forecasting.	
Module 4: Theory of Production and Cost Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, elasticity of substitution, isocost lines, producer's equilibrium, expansion path, Return to scale, Different types of production function, Types of cost, cost in short run, Cost in long run, cost of a multi product firm, cost of joint product, Break even analysis, Economies of scale.	11
Module 5: Market Structure and Decision Making Introduction and concept of Monopoly, Price-Output decision in monopoly, Introduction and concept of perfect competition, Demand and revenue of a firm in perfect competition, Short run equilibrium and long run equilibrium in perfect competition, Introduction and concept of monopolistic competition, Price-output decision in monopolistic competition, Introduction and concept of Oligopoly, Price-output decision in oligopoly.	15

Text books:

1. Varshney and Maheswari, S.Chand and Sons: New Delhi
2. H.L.Ahuja, Managerial Economics, S. Chand and Sons, New Delhi

Reference books:

1. Peterson, Craig H., Lewis, W. Chris and Jain Sudhir K., Managerial Economics, Pearson Education, New Delhi

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	2	1	2	3	3
CO2	3	2	2	3	1
CO3	2	3	2	1	3
CO4	2	3	3	3	1
CO5	3	3	3	3	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
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CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2 and CD 8
CD2	Tutorials/Assignments	CO2	CD1, CD2 and CD8
CD3	Seminars	CO3	CD1, CD2 and CD3
CD4	Mini Projects/Projects	CO4	CD1
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1 and CD2
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 113 Basics of Financial Management

COURSE INFORMATION SHEET

Course Code : MT 113
Course Title : Basics of Financial Management
Pre-requisite(s) : NIL
Co- requisite(s) : NIL
Credits : 03 L: 3 T: 0 P: 0
Class schedule per week : 03 Lectures
Class : BBA
Semester / Level : II/1
Branch : Management
Name of Teacher:

Course Objectives

This course enables the students to:

1.	To give the knowledge of meaning, definition and scope of financial management.
2.	To provide the basic concepts and understanding of financial management. Understanding of financial statement analysis through the different analysis tool.
3.	To state and explain the concepts and types of working capital.

4.	To give the concept of time value of money and application in decision making process.
5.	To explain the meaning of capital structure and capitalisation theory and management of earnings.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Appraise the area of financial management and its scope.
CO2	Analyse how funds are determined and explain the different techniques of financial statement analysis.
CO3	Calculate and solve the required fund of working capital.
CO4	Illustrate the time value of money concept and can apply in decision making process.
CO5	Handle the problems related to finance and solve the problem of management.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module 1: Nature of Financial Management: Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.	6
Module 2: Analysis of Financial Statements: Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises) Cash Flow Statement (purpose of preparation, simple numerical exercises), Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)	9
Module 3: Working Capital Management: Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises	6
Module 4: Concept of Value & Return and Capital Budgeting Decisions: Future Value &	12

Present Value of Single Amount, Annuity. Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods-NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR) Simple numerical exercises	
Module 5: Financing Decisions: Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation), Dividend Policy Decision: Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends and Forms of Dividends.	9

Text books:

1. Chandra, P Financial Management-Theory and Practices, (Tata Mcgraw Hill :New Delhi)
2. Pandey, I.M. Financial Management, (Vikas : New Delhi)
3. Khan, M.Y. Financial Management,(Tata Mcgraw Hill : New Delhi)
4. Reddy, G. Sudarsana Financial Management- Principles and Practice (Himalaya Publishing House)

Reference books:

1. Van Horne Financial Management &Policy, (Pearson Education Asia)

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	2	1	2	1	3
CO2	2	1	2	2	1
CO3	2	1	2	2	3
CO4	3	2	3	2	1
CO5	2	1	3	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1 and CD 8
CD2	Tutorials/Assignments	CO2	CD1, CD2 and CD8
CD3	Seminars	CO3	CD1, CD2 and CD3
CD4	Mini Projects/Projects	CO4	CD1

CD5	Laboratory Experiments/Teaching Aids	CO5	CD1 and CD2
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

SEMESTER III

MT 201 Human Resource Management

COURSE INFORMATION SHEET:

Course Code : MT-201
Course Title : Human Resource Management
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits : 03 L: 3 T: 0 P: 0
Class schedule per week : 03
Class : BBA
Semester / Level : III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students to:

1.	To understand the nature and scope of HRM and to differentiate with Personal management.
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2.	To understand the fundamentals of Human resource planning, Job design, Job analysis and evaluation.
3.	To explain the process of the recruitment, selection, placement and induction.
4.	To understand important steps in employee training and development programme.
5.	To explain and describe the basic concepts, process and importance of employee empowerment.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Appraise the importance of human resource management as a field of study and as a central management function;
CO2	Apply the concepts of human resource planning and Job design
CO3	Design the HR function (e.g. – recruitment, selection, training and development, etc.)
CO4	Apply the principles and techniques of human resource management.
CO5	Design the processes and programmes related to employee empowerment in their organisation.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module – I Meaning, Difference between HRM and Personnel Management, Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches).Role of HR in strategic management. Nature. objectives, scope, and functions of HR management	5
Module – II Definition, Objectives, Need, Importance advantages, and process Job design (simplification, rotation, enlargement, enrichment and approaches}.Job analysis. Job evaluation	7
Module – III Recruitment (factors affecting, sources, policy, evaluation). Selection(procedure, tests, interviews). Placement and Induction.	6
Module – IV Importance and Steps in Training Programmes, Training Needs, Training Methods, Types of Training Programme. Types and Importance of Executive Development Programme.	5
Module – V	

Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario	5
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Text Books:

- a) Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
- b) Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi.
- c) Dessler Gary (1997) Human Resources Management, Prentice Hall, USA
- d) Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.
- e) Human resource management (14th ed.). Boston, MA: Pearson.

Reference books:

- a) Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata McGraw-Hill, New York.
- b) Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.)
- c) Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)
- d) Saiyadain, *Human Resource Management* (TMH: New Delhi)
- e) David, A. DeCenzo and Stephen. P. Robin, Personnel/Human Resource Management, Prentice Hall India (P) Ltd., New Delhi

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	3	3	1	3
CO2	3	3	3	1	3
CO3	3	3	3	3	3
CO4	3	3	3	1	3
CO5	3	3	3	3	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO 1	CD 1, CD 2
CD2	Tutorials/Assignments	CO 2	CD 1
CD3	Seminars	CO 3	CD1, CD 4
CD4	Mini Projects/Projects	CO 4	CD 1, CD 2, CD 4
CD5	Laboratory Experiments/Teaching Aids	CO 5	CD 1, CD 2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT-202 Legal Aspects of Management

COURSE INFORMATION SHEET

Course Code	: MT-202
Course Title	: Legal Aspects of Management
Pre-requisite(s)	: NIL
Co-requisite(s)	: NIL
Credits	: 03 L: 3 T: 0 P: 0
Class schedule per week	: 03
Class	: BBA
Semester / Level	: III/2
Branch	: Management
Name of Teacher	:

Course Objectives

This course enables the students to:

1.	To understand the role and importance of Indian contract Act, 1872 and its implications.
2.	To understand laws of sales of goods and legal rights associated with purchasing of goods.
3.	To clarify the laws of partnership and its various kinds.
4.	To be familiarized with the Laws of negotiable instrument and its legal issues.
5.	To explain the concept of a company and distinguish among various types of companies.

Course Outcomes

After the completion of this course, students will be able to:

CO1	To appraise the needs of better understanding about the need of Indian contract Act, 1872 and its legal implications.
CO2	To apply and practice the law of sales of goods in commercial business.
CO3	To formulate a clear idea and expert view about law of partnership and legal aspects associated with it.
CO4	To apply the ideas related to laws of negotiable instrument and its related fields in commercial businesses.
CO5	To evaluate and analyse types formation and dissolution of companies and to relate various aspects of insurance, conciliation and arbitration etc.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module – I The Indian Contract Act, 1872 – Definition of contract and essential elements of contract, kinds of contract from the point of view of enforceability, kinds of contract from the point of view of applicability, performance of contract, discharge of contract, breach of contract, remedies for breach of contract	5
Module – II Law of sales of goods – definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller.	7
Module – III Law of partnership – Definition of partnership, essential elements of partnership, rights and duties of a partner, procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm, definition between partnership and co-	6

ownership, distinction between partnership and company.	
Module – IV Law of Negotiable instruments – Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder in due course, Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument.	5
Module – V Definition of company, kinds of companies, formation of a company, winding and dissolution of companies, definition of insurance company, IRDA Act 1999, Idea & Constitution of IRDA Fund, Conciliation & Arbitration Proceeding, Arbitral Tribunal	5

Text Books

1. KuchchalM.C: Mercantile Law: Vikas Publishing House (P) Ltd.
2. PathakAkhileshwar: Legal Aspects of Business: Tata Mcgraw Hill Publishing Company Ltd.

Reference Books

1. ShethTejpal: Business Law; Pearson Education
2. Kapoor N.D: Elements of Mercantile Law: Sultan Chand & Sons.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
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First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	3	3	1	3
CO2	3	3	3	1	3
CO3	3	3	3	3	3
CO4	3	3	3	1	3
CO5	3	3	3	3	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO 1	CD 1, CD 2
CD2	Tutorials/Assignments	CO 2	CD 1
CD3	Seminars	CO 3	CD1, CD 4
CD4	Mini Projects/Projects	CO 4	CD 1, CD 2, CD 4
CD5	Laboratory Experiments/Teaching Aids	CO 5	CD 1, CD 2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT-203 Introduction to Indian Financial System

COURSE INFORMATION SHEET:

Course Code : MT-203
Course Title : Introduction to Indian Financial System
Pre-requisite(s) : NIL
Co-requisite(s) :NIL
Credits : 03 L:3 T:0 P:0
Class schedule per week : 03
Class : BBA
Semester / Level :III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students to:

- | | |
|-----------|---|
| 1. | To explain the basic operations of banking and financial markets. |
|-----------|---|

2.	To understand various financial instruments.
3.	To get a clear concept of the roles of financial institutions, NBFCs , investment companies etc.
4.	To understand about the mechanism of Indian Financial System.
5.	To explain the role and mechanism of insurance business.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Appraise basic banking and financial markets operations.
CO2	Evaluate the current practices in banking, capital market, etc.
CO3	Formulate changes in the financial sector.
CO4	To design and correlate the financial markets and banking performances with the economic performance.
CO5	Formulate and develop policies in the field of banking and insurance.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module – I Structure of the Indian Financial System: Commercial banks, Financial markets, Development banks, RBI, NBFCs, Investment companies, MFIs, DFHI.	5
Module – II Commercial Banks: Definition, Banker-customer relationship, payment and collection of cheques and other negotiable instruments, Ancillary services, principles of lending-cardinal principle, NPAs, Basel Norms.	7
Module – III Financial Markets: Capital Market-Primary and secondary markets, Stock exchanges in India, on-line trading of securities, types of securities-equity, debt and derivatives, Sensex and Nifty,	6

<p>Players in the capital market, Role of SEBI. Money Market-Definition, players of money market, Instruments of money market, Call Money Market, RBI as a watchdog of money market.</p>	
<p>Module – IV</p> <p>Reserve Bank Of India (RBI): RBI's constitution & objectives, functions, tools to monetary control, Developmental role of RBI, Regulatory restrictions on lending.</p>	5
<p>Module – V</p> <p>Insurance And Pension Regulations: Regulatory framework including rules & regulations for running insurance business, Supervising all insurance business, Regulating pricing, investments & cost structure of insurance companies, Regulating insurance brokers including agencies both individuals and banks, Insurance business in India-current scenario, Framing rules for pension funds, Regulating all pension funds.</p>	5

Text books:

1. Indian Financial System by M.Y. Khan

Reference books:

2. Principles and Practices of Banking, Macmillan Publication.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design****Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:****Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	3	3	1	3
CO2	3	3	3	1	3
CO3	3	3	3	3	3
CO4	3	3	3	1	3
CO5	3	3	3	3	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO 1	CD 1, CD 2
CD2	Tutorials/Assignments	CO 2	CD 1
CD3	Seminars	CO 3	CD1, CD 4
CD4	Mini Projects/Projects	CO 4	CD 1, CD 2, CD 4
CD5	Laboratory Experiments/Teaching Aids	CO 5	CD 1, CD 2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT204 Constitution of India

COURSE INFORMATION SHEET:

Course code : MT204
Course title : Constitution of India
Pre-requisite(s) :NIL
Co-requisite(s) :NIL
Credits : 2 L:2 T:0 P:0
Class schedule per week : 02
Class : BBA
Semester / Level : III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students to:

1.	To describe the importance of Constitution of India.
2.	To describe the role of Constitution of India
3.	To explain the significance of the constitution for maintaining social unity and integrity.
4.	To describe the process for formulating and designing public policies in accordance with the constitutional provisions.
5.	To explain the provisions related to social problems and issues.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Outline the need and importance of the Indian constitution.
CO2	Explain the fundamental rights and duties of the citizens of India.
CO3	Relate appropriate constitutional provisions with relevant social issues
CO4	Describe the role of different departments of government.
CO5	Critique the Government policies and programmes designed for the society at large.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module – I Introduction to the Constitution of India, Salient Features of the Constitution: Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.	5
Module – II Union and State Executives: President and Prime Minister, Council of Ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. Governor: Role and Position, Chief Ministers and Council of ministers.	7
Module – III The Indian Judicial System –The Supreme Court and The High Court’s – composition, Jurisdiction and functions, The Role of the Judiciary.	6
Module – IV Local Government-District’s Administration: Role and Importance, The Panchayatas –Gram Sabha, Constitution and Composition of Panchayatas ,Constitution and Composition of Municipalities	5
Module – V Miscellaneous-Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners. State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women.	5

Suggested Readings:

1. The Constitution of India by “ Ministry of Law India” Kindle Edition
2. Constitutional History of India by Prof.M.V.PYLEE-S.Chand Publishing
3. Indian Administration by Avasti and Avasti-Lakshmi Narain Agarwal Educational Publishers.2017 edition.
4. Introduction to the Constitution of India by D DBasu by Lexis Nexis : 20th edition.
5. Constitution of India V.N.Shukla’sEBC Explorer Edition 13th ,2017

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	3	3	1	3
CO2	3	3	3	1	3
CO3	3	3	3	3	3
CO4	3	3	3	1	3
CO5	3	3	3	3	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO 1	CD 1, CD 2
CD2	Tutorials/Assignments	CO 2	CD 1
CD3	Seminars	CO 3	CD1, CD 4
CD4	Mini Projects/Projects	CO 4	CD 1, CD 2, CD 4
CD5	Laboratory Experiments/Teaching Aids	CO 5	CD 1, CD 2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 205 Principles of Marketing- II

COURSE INFORMATION SHEET

Course code : MT-205
Course title : Principles of Marketing-II
Prerequisite(s) :NIL
Co-requisite(s) :NIL
Credits :3 L:3 T:0 P:0
Class schedule per week : 03
Class : BBA
Semester/Level :III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students:

1.	To understand strategic marketing planning for any business
2.	To outline the role of product positioning and competitive advantage in business
3.	To be able to describe product life cycle for different products.
4.	To explain digital marketing and its benefits.
5.	To understand how to develop retail marketing strategy.

Course Outcomes

After the completion of this course, students will be able to:

CO1.	Formulate strategic marketing planning for any business
CO2.	Design product positioning and competitive strategies
CO3.	Formulate strategies for different stages of product life cycle
CO4.	Evaluate the benefits of digital marketing and conventional marketing.
CO5.	Design appropriate retail marketing strategy.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module-1: Marketing planning: Concept of Strategic Plan, Strategic Planning Process, Concept of Strategic Business Unit, BCG Matrix	7
Module-2: Product positioning and competitive advantage: Concept of Product Positioning, different steps in Product positioning, Important Aspects in product positioning, Concept of Competitive Advantage.	8
Module-3: Product life cycle and Marketing information system: Concept of product life cycle, Stages in PLC, Strategies for Managing Different Stages of product life cycle. concept of Marketing Information System, Benefits of Marketing Information.	12
Module-4: Digital Marketing and Direct Marketing : Concept of digital marketing, requirement for digital marketing, benefits of digital marketing. Concept of direct Marketing. Need and Benefits of Direct Marketing.	10
Module-5: Retail management: Introduction to Retail management, Nature & Scope of Retailing, Retail scenario in India. Need and benefits of retailing.	8

Suggested Books:

1. Kotler, P. and Armstrong, G. (2007), Principles of Marketing, Pearson Prentice Hall, 12th Edition.
2. Ramaswamy, V. S. and Namakumari, S. (2002), Marketing Management, Macmillan Business Books.
3. Saxena, R. (2009), Marketing Management, Tata McGraw Hill, 4th Edition.
4. Lamb, C. W., Hair, J. F. and McDaniel, C. (2008), Essentials of Marketing, Cengage Learning, 7th Edition

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on CourseOutcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcomes (COs)	Programme Outcomes (POs)				
	1	2	3	4	5
CO1	3	3	2	3	3
CO2	2	3	3	2	2
CO3	2	2	3	2	2
CO4	3	1	2	3	3
CO5	2	3	1	2	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO 1	CD 1, CD 2
CD2	Tutorials/Assignments	CO 2	CD 1
CD3	Seminars	CO 3	CD1, CD 4
CD4	Mini Projects/Projects	CO 4	CD 1, CD 2, CD 4
CD5	Laboratory Experiments/Teaching Aids	CO 5	CD 1, CD 2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 206 E-Commerce

COURSE INFORMATION SHEET

Course code : MT206
Course title : E-Commerce
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits :2 L:2 T:0 P:0
Class schedule per week : 02
Class :BBA
Semester / Level : III/2
Name of Teacher :

Course Objectives

This course enables the students:

A	To gain understandings of emerging technologies and other concepts related to e- commerce.
B.	To understand the advantages of electronic way of doing business.
C.	To understand the major driving forces behind e-commerce.
D	To get the knowledge of setting and operating successful e- business.
E	To be acquainted with the Regulations and legal aspects of E- commerce

Course Outcomes

After the completion of this course, students will be:

CO1	Gaining an insight of the theories and concepts underlying e-commerce.
CO2	Aware of different e-commerce models and different modes of payments.
CO3	Aware of security aspects of e-commerce.
CO4	Knowledgeable about legalities related to e-commerce.
CO5	Familiarized with current challenges and issues in e-commerce.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Introduction to E- Commerce : Meaning and concept, E- Commerce v/s Traditional Commerce, History of E- Commerce, EDI – Importance , features & benefits, Impacts & Limitations of E- Commerce.	5
Module 2: E-Commerce Business Models: Business to Business , Business to customers ,customers to customers , Business to Government , Business to employee , E – Commerce strategy – Influencing factors of successful E- Commerce.	5
Module 3: Building an E-Commerce Website: Major decision making areas, Stages in System Development Life Cycle, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Static website and dynamic websites, Major considerations in choosing web server and e-commerce merchant serversoftware.	7
Module 4: Electronic Payment Systems: Overview of Electronic Payment Systems, Online payment systems – prepaid and post-paid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic Wallets, Security issues on electronic payment system – Security Protocols such as HTTPS, SSL, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.	8
Module 5: Legal issues: Laws for E-Commerce, Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000	5

Text books / Reference books:

1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
2. Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
3. Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.
4. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
5. Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGrawhill.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcome (COs)	Program Outcomes (POs)				
	1	2	3	4	5
CO1	2	2	2	1	1
CO2	3	2	3	2	1
CO3	3	2	2	2	2
CO4	3	3	3	2	2
CO5	3	2	3	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4
CD3	Seminars	CO3	CD1, CD2,CD4
CD4	Mini projects/Projects	CO4	CD1, CD2, CD3, CD4
CD5	Laboratory experiments/teaching aids	CO5	CD2,CD4
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

MT 207 Data Analysis for Decision Making

COURSE INFORMATION SHEET

Course code : MT-207
Course title : Data Analysis for Decision Making
Prerequisite(s) :NIL
Co- requisite(s) : NIL
Credits :2 L:0 T:0 P:4
Class schedule per week : 04 Lectures
Class : BBA
Semester / Level : III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students:

1.	To get a thorough grounding in introductory concepts of qualitative data analysis.
2.	To understand the general approaches to design research of different generic types.
3.	To gain skills in conducting data analysis and decision making.
4.	To be able to understand clearly the concepts, applications and importance of theory and theorizing in research.
5.	To gain proficiency in writing up research reports and use suitable tools for qualitative data analysis

Course Outcomes

After the completion of this course, students will be able:

CO1	To identify the need and importance of qualitative data analysis
CO2	To Prepare research designs for quantitative, qualitative and mixed research studies.
CO3	To conduct data analysis in real life environments and derive valid inferences.
CO4	To integrate social and cultural theory by applying them in social and business contexts.
CO5	To communicate research findings clearly and in a user friendly manner through customized tables and other related tools of data presentation.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module1: Qualitative Data Analysis: An elaborate introduction Introduction to Research, Types, Qualitative and Quantitative Data, Purpose of research, advantages, limitations of qualitative research, Applications of qualitative data.	10
Module2: Qualitative Research Fundamentals A detailed and in-depth introduction to the general approaches to design research and understanding how the approaches vary for qualitative, quantitative and mixed research studies.	12
Module3: Documentation and Types of Analysis Content analysis, narrative analysis, conversation analysis, discourse analysis, visual interpretation with special emphasis upon the analysis aspects and its implications for decision making.	12
Module4: Theorizing from data, incorporating data from multiple sources Concept of Theory and Theorising, The role and importance of theory, The different research paradigms and their nature, Inductive and Deductive Logic and their applications.	6
Module5: Writing up, summarizing, data display& introduction to qualitative research softwares The format and structure of qualitative research articles, the various graphical and other techniques for communicating findings after qualitative data analysis, an overview of software programs concerning qualitative research	5

Text Books:

1. Carol Grbich. (2007), Qualitative data analysis- An Introduction, , SAGE Publications
2. Uwe Flick.(2009), An Introduction to Qualitative Research, , SAGE Publications Ltd.
3. David Silverman.(2009),Doing Qualitative Research, , SAGE Publications Ltd.
4. David.,Silverman.(2005),Doing qualitative research- A Practical Handbook, SAGE Publications

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Day to day performance & Lab files	30
Quiz (s)	15
Viva	15
End Semester Examination	25
Viva Voce	15

Indirect Assessment –

1. Student Feedback on CourseOutcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcomes (COS)	Programme Outcomes (POs)				
CO1	3	2	1	3	1
CO2	3	2	1	2	2
CO3	2	2	1	3	2
CO4	2	2	3	2	1
CO5	2	3	3	2	1

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3, CD4
CD4	Mini projects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD2, CD4, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

MT 208 Research Methodology

COURSE INFORMATION SHEET

Course code : MT-208
Course title : Research Methodology
Pre-requisite(s) :NIL
Co- requisite(s) : NIL
Credits :3 L:03 T:0 P:0
Class schedule per week : 03 Lectures
Class : BBA
Semester / Level : III/2
Branch : Management
Name of Teacher :

Course Objectives

This course enables the students:

1.	To get a thorough grounding in introductory research concepts.
2.	To understand the concepts of Research Design in real world studies.
3.	To gain skills in conducting data gathering activities for research studies through various tools
4.	To get a clear concept of sampling methods in tune with the primary data requirements of any given study.
5.	To gain proficiency in writing up research reports for respective purposes as an outcome of a study conducted.

Course Outcomes

After the completion of this course, students will be able:

CO1.	To Identify the need and importance of Research in context of different situations and environments.
CO2.	To designs Pilot Studies and subsequently replicate it for studies on a larger scale.
CO3.	To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study.
CO4.	To decide and implement the most appropriate probability/ non-probability sampling techniques for a given study.
CO5.	To communicate research findings clearly and in a user friendly manner through customized tables and other related tools of data presentation.

SYLLABUS:

MODULE	(NO. OF LECTURE HOURS)
Module 1: Research – An Introductory Approach Meaning, Characteristics and Importance, Types of Research, The Research process (Overview and Steps), The Research problem (Definition, need, importance, steps and related dimensions)	10
Module 2: Research Design Meaning, Characteristics of a Good Research Design, Types of Research Designs, Components of a Research Design	7
Module 3: Sources of Collection of Data Primary Data (Method – questionnaire development), Secondary Data(Sources and Precautions in the Use of Secondary Data)	6
Module 4: Sampling, Methods of Collecting Data Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings), Survey and Observation Methods	9
Module 5: Editing, Tabulation, Report Writing: Meaning and Importance, Meaning and Rules for Tabulation and Parts of a Table, Characteristics and Types and formats of Report	10

Suggested Books:

1. Ghosh, B.N. *Scientific Method and Social Research* (Sterling: NewDelhi)
2. Kothari, C.R. *Research Methodology – Methods and Techniques* (New Age: NewDelhi)
3. Krishnaswami,O.R. *Methodology of Research in Social Science* (Himalaya Publishing House:Mumbai.)
4. Gupta, Santosh *Research Methodology and Statistical Techniques* (Deep and Deep Publications: NewDelhi)

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on CourseOutcome

Mapping of Course Outcomes onto Program Outcomes:

Course Outcomes (COs)	Programme Outcomes (POs)				
CO1	3	2	1	3	1
CO2	3	2	1	2	2
CO3	2	2	1	3	2
CO4	2	2	3	2	1
CO5	2	3	3	2	1

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods:

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3, CD4
CD4	Mini projects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD2, CD4, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

SEMESTER IV

(Programme Core)

MT 209 Management and Control of Cost

COURSE INFORMATION SHEET

Course code : MT209
Course title : Management and Control of Cost
Prerequisite(s) : NIL
Co- requisite(s) : NIL
Credits : 3 L:3 T:0 P:0
Class schedule per week : 03
Class : BBA
Semester / Level : IV/2
Branch : Management
Course Objectives

This course enables the students:

1.	To understand the basics of cost accounting.
2.	To understand the Treatments of Costs Under Different Situations
3.	To understand how methods of costing and types of costing are used together
4.	To develop expertise on the calculation of cost of production.
5.	To apply the cost accounting in the field of management.

Course Outcomes

After the completion of this course, students will be able to:

C01.	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm
C02.	Treat direct and indirect costs as per the costing techniques and from control purposes
C03.	Prepare cost sheet for the firm
C04.	Develop insights on the use of budgets for cost control.
C05.	Apply costing in the managerial problems.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 : Basic Concepts Definition of costing, Cost accounting and Cost accountancy, Objectives of cost accounting, Evolution of cost accounting, Essential factors for installing a cost accounting system, Essentials of good cost accounting system, Various reports provided by cost accounting department, Relationship between cost accounting, financial accounting, management accounting and financial management, Cost concepts & terms, classification of cost methods & types of costing	9
Module 2 : Elements of Cost Material - Material procurement procedures, Material storage-store record, Materials issue procedure, Material control Labour - Time keeping, Payroll procedure, Idle time, Overtime, Labour turnover	8
Module 3 : Overheads Definition and classification of overheads, Distribution of overheads-primary distribution & secondary distribution, Absorption of overheads, Treatment of under-over absorption of overheads, Accounting of administration and selling and distribution overheads, Treatment of certain items in costing- finance cost, depreciation etc.	8
Module 4 : Methods & Techniques of Costing Job costing, Contract costing, Batch costing, Operating costing, Process costing, Operation costing, Joint products & by- products, Marginal costing and absorption costing, difference, CVP analysis, B.E.P analysis	10

Module 5 : Standard Costing & Budgetary Control Definition of standard cost, Setting up of standard cost- quantity standard and price standard, Types of standards, The process of standard costing, types of variances- labour & material, Budgetary control- meaning & objectives, types of budget, preparation of projected Profit & Loss account, cost control	10
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Text books:

- 1) Fundamentals Of Cost Accountings, Book By – Micheal W Maher And William Lanen

Reference books:

- 1) Study Material Of ICWAI.

Gaps in the syllabus (to meet Industry/Profession

requirements POs metthrough Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design :

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	A	B	C	D	E
CO1	3	2	1	1	2
CO2	2	1	2	1	1
CO3	3	1	2	1	1
CO4	3	3	1	3	3
CO5	2	1	2	2	1

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1 and CD 2
CD2	Tutorials/Assignments		CO2	CD1 and CD2
CD3	Seminars		CO3	CD1, CD2 and CD8
CD4	Mini projects/Projects		CO4	CD1
CD5	Laboratory experiments/teaching aids			
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT210 Fundamental of Operations Research

COURSE INFORMATION SHEET

Course code: MT 210

Course title: Fundamentals of Operations Research

Pre-requisite(s): NIL

Co- requisite(s):NIL

Credits: 4 L: 3 T: 1 P: 0

Class schedule per week: 04

Class:BBA

Semester / Level: IV/II

Branch:

Course Objectives

This course enables the students:

A.	To learn basic aspects of operations Research.
B.	To learn various methods and methodology in Operations Research.
C.	To develop variety of models for making appropriate decisions.
D.	To help them in optimising prevailing in a given situations.
E	To study different managerial problems that industries face today.

Course Outcomes

After the completion of this course, students should be able to:

1.	Formulate Operations Research models
2.	Apply suitable Operations research tools for obtaining solution values of models
3.	Demonstrate a working knowledge of various Operations Research tolls in decision making.
4	Appraise the need for Operations Research in decision making.
5	To apply OR models in solving different managerial problems.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Introduction to theory of optimization, Features of O.R, Modelling in Operations Research , Classification of Models, General Solution Methods for O.R Models, Scientific Method in O.R, Methodology of O.R., Applications, Opportunities and Shortcomings of O.R	3
Module 2 Linear Programming models, formulation of LPP models, mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method, Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution	10
Module 3 Solution of linear Programming Problem by Simplex method – Maximization and Minimization, Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution,	10
Module 4 Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North- West Corner Method (2). Matrix Minima Method (3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.	10
Module 5 Concept of Game Theory - Two-Person Zero Games, Some Basic Terms, The	9

Maxi(min)- Mini(max) Principle, Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle, Graphical solution of $2 \times n$ and $m \times 2$ Games.	
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Text books/Reference books:

1. KantiSwarup, Gupta, P.K. and Manmohan, Operations Research, Sultan Chand: New Delhi, 12th thoroughly revised Ed.
2. Hamdy A. Taha, Operations Research; Pearson, 8th Ed.
3. Fredrick S. Hiller, Gerald J. Liberman, Introduction to Operations Research, McGraw-Hill, 9th Ed.
4. Operations Research Theory & Application, J.K. Sharma, Macmillan, 3rd Ed.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25

Quiz (s)	20
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Independent Teaching Assessment	5
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Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	A	B	C	D	E
CO1	3	3	2	1	1
CO2	3	3	2	2	1
CO3	2	2	2	1	1
CO4	3	3	3	3	2
CO5	3	2	2	1	2

1=Low, 2=Medium, 3= High

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1,CD2
CD3	Seminars		CO3	CD1, CD2,
CD4	Mini projects/Projects		CO4	CD1, CD2,
CD5	Laboratory experiments/teaching aids			
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT211 Sales and Distribution Management

COURSE INFORMATION SHEET

Course code: MT211

Course title: Sales and distribution management

Pre-requisite(s): NIL

Co- requisite(s) : NIL

Credits: 3 L:3 T:0 P:0

Class schedule per week: 03

Class: BBA

Semester/level :IV/II

Branch:

Name of Teacher:

Course Objectives

This course enables the students:

A.	To develop distribution channels for any product.
B.	To outline the role of warehouse and its functions
C.	To explain the concept of sales management
D.	To develop territory division and sales quota
E	To develop various measures to enhance the performance of sales people

Course Outcomes

After the completion of this course, students will be able to:

1.	Formulate physical distribution system for any business.
2.	Appraise the need of warehousing and its various types
3.	Design sales management strategy for any business
4.	Evaluate the potentiality of different sales territory
5	To evaluate the performance of sales people.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module-1 Introduction to Physical Distribution: Concept of physical distribution, function of Distribution channels, types of distribution channels, Steps in Designing a Distribution system	9
Module-2 Warehouse Management and transportation: Concept of warehouse, Need and benefits of Warehousing, Designing a Warehousing system. Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode	9
Module-3 Sales Management: Concept of sales management, concept of personal selling, Objectives of Sales Management, Function of salesperson, Steps involved in selling process	8
Module-4 Territory Management: Concept of sales territory, Reasons for Establishing Sales Territories, Meaning of sales quota, types of sales quota. benefits of sales quota	9
Module 5 Evaluation: Standards of Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard . Methods of evaluating sales people	8

Suggested Books:

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. (1976), Sales Management: Decision, Policies and Cases, Prentice-Hall, 3rd Edition (illustrated).
2. Kotler, P. and Armstrong, G. (2007), Principles of Marketing, Pearson Prentice Hall, 12th Edition.
3. Ramaswamy, V. S. and Namakumari, S. (2002), Marketing Management, Macmillan Business Books.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus
Topics beyond syllabus- Logistics management, supply chain management. POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
1. Lecture by use of boards/LCD projectors/OHP Projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects

5.Laboratory experiments/teaching aids
6.Industrial/guest lectures
7.Industrial visits/in-plant training
8.Self- learning such as use of NPTEL materials and Internets
9.Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcomes	Programme Outcomes				
	A	B	C	D	E
1	3	2	1	3	1
2	3	2	1	2	2
3	2	2	1	3	2
4	2	2	3	2	1
5	2	3	3	2	1

3- High, 2- Medium, 1-Low

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1,CD2
CD2	Tutorials/Assignments		CO2	CD1,CD2
CD3	Seminars		CO3	CD1, CD2
CD4	Mini projects/Projects		CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids		CO5	CD1,CD2
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT212 Project Management

COURSE INFORMATION SHEET

Course code: MT212

Course title: PROJECT MANAGEMENT

Prerequisite(s): NIL

Co- requisite(s): NIL

Credits: 2 L:2 T:0 P:0

Class schedule per week: 2

Class: BBA

Semester / Level: IV/II

Name of Teacher:

Course Objectives

This course enables the students:

A.	To understand the basic idea and concepts of project management
B.	To be aware of the project goals and objectives
C.	To understand the financial appraisal of project
D.	To become aware of the scheduling and execution of projects
E.	To evaluate and administer projects

Course Outcomes

After the completion of this course, students will be able to:

1.	Define the goals and objective of a project
2.	Analyse a project from technical, market and financial perspective
3.	Appraise a project and decide whether to carry the project or not
4.	Schedule and execute a project
5.	Review and administer the project

Syllabus

MODULE	(NO. OF LECTURE HOURS)
MODULE 1:Project Management, corporate planning, generation and screening of idea. Introduction and characteristic of capital expenditure, shareholder's expectations, corporate financial objectives, corporate mission and philosophy, futuristic planning, SWOT analysis, strategic planning process, budgeting, operating planning, implementation, result and loop-back with strategic planning, capital budgeting decision, Project life cycle, phases of project management, integrative approach to project management, generation of project ideas, monitoring the environment, corporate appraisal, Porter model: profit potential of industries, scouting and preliminary screening of project ideas, project rating index, sources of positive net present value.	9
MODULE 2: Project feasibility analysis. Introduction of Technical analysis, concept of technical analysis, application of technical analysis. Introduction of Financial analysis, concept of financial analysis, application of financial analysis. Introduction of Market analysis, concept of market analysis, application of market analysis	9
MODULE 3: Project appraisal criteria. [9 lectures] Introduction and concept of NPV(Net Present Value), Introduction and concept of IRR(Internal Rate of Return), Introduction and concept of PBP(Pay Back Period).	9
MODULE 4: Implementation of Project Management and Network technique of project management. Forms of project management, project planning, project control, human aspect of project management, pre-requisite for successful project implementation. Development of project network, time estimation, network cost system, scheduling when resources are limited, PERT model, CPM model. Concept and Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest Beginning Time, and Slack Time.	9
MODEL 5: Project Review and administrative aspects. Initial review, performance evaluation, abandonment analysis, behavioural aspect of capital budgeting, evaluating the capital budgeting system of an organisation	8

Text books:

Chandra. P,(2002), Projects planning, analysis, selection, financing, implementation and review, New Delhi, Tata Mc Graw Hill.

Reference books:

Adam Everett.E, Ebert Ronald J. Jr(2000) Production and Operation Management, Concepts, Models and Behaviour, Prentice Hall Of India(5th Edition)

Gaps in the syllabus (to meet Industry/Profession requirements) POs

met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes 1=

LOW, 2=MEDIUM, 3= HIGH

Course Outcome #	Program Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	1	2	1
CO2	3	2	3	2	2
CO3	3	3	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2
CD2	Tutorials/Assignments	CO2	CD1, CD2
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

MT213 Web Applications of Business

COURSE INFORMATION SHEET

Course code: MT213

Course title: Web applications of Business

Pre-requisite(s): NIL

Co- requisite(s): NIL

Credits: 2 L: 01 T: 00 P:02

Class schedule per week: 02

Class:

Semester / Level: IV/II

Branch: BBA

Name of the Teacher :

Course Objectives

This course enables the students:

A.	To gain understandings of emerging technologies and other concepts related to e-commerce.
B.	To understand the major driving forces behind e-commerce.
C.	To get the knowledge of setting and operating successful e- business.
D	To gain an insight of electronic payment system
E	To develop an understanding of cyber laws

Course Outcomes

After the completion of this course, students will be:

1.	Gaining an insight of the theories and concepts underlying e-commerce.
2.	Aware of different e-commerce models and different modes of payments.
3.	Aware of security and legal aspects of e-commerce.
4.	Familiarized with current challenges and issues in e-commerce.
5	Able to build e-commerce website

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Introduction to E- Commerce : Meaning and concept, E- Commerce v/s Traditional Commerce, History of E-Commerce, EDI – Importance , features & benefits, Impacts & Limitations of E-	5

Commerce.	
Module 2 E-Commerce Business Models: Business to Business , Business to customers ,customers to customers , Business to Government , Business to employee , E – Commerce strategy – Influencing factors of successful E- Commerce.	4
Module 3 Building an E-Commerce Website: Major decision making areas, Stages in System Development Life Cycle, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Static website and dynamic websites, Major considerations in choosing web server and e-commerce merchant server software	6
Module 4 Electronic Payment Systems: Overview of Electronic Payment Systems, Online payment systems – prepaid and post-paid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic Wallets, Security issues on electronic payment system – Security Protocols such as HTTPS, SSL, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates	8
Module 5 Legal issues: sLaws for E-Commerce, Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000	5

Text books / Reference books:

- Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
- Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
- Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.
- Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
- Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training

Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	1	1
CO2	3	1	3	2	1
CO3	3	2	2	2	2
CO4	3	3	3	2	2
CO4	3	2	2	3	1

1=LOW, 2=MEDIUM, 3=HIGH

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1, CD2,CD4
CD3	Seminars		CO3	CD1, CD2,CD4
CD4	Mini projects/Projects		CO4	CD1, CD2, CD3, CD4
CD5	Laboratory experiments/teaching aids			
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT214 Management Information System

COURSE INFORMATION SHEET

Course code : MT 214

Course title : Management Information System

Pre-requisite(s) :NIL

Co-requisite(s) :NIL

Credits : 03 L: 3 T: 0 P: 0

Class schedule per week: 03

Class : BBA

Semester / Level: 4/2

Branch : BBA

Name of Teacher:

Course Objectives

This course enables the students:

A.	Develop an understanding of information systems and the social and ethical issues governing these.
B.	To be able to visualise how information systems help organisation goals and achieve competitive advantage.
C.	To understand the dynamics of data management and decision making in competitive environment
D	Grasp the issues related to system analysis and its relationship to MIS
E	Understand the issues influencing designing and implementation of MIS

Course Outcomes

After the completion of this course, students will be:

1	Able to make better decision through the usage of available information to gain competitive advantage
2	Able to identify the areas of improvements of existing information systems
3	Able to use and improvise this to the benefit of the organisation
4	Able to apply concepts like artificial intelligence and ERP to make the organizations more efficient
5	Able to plan and design an MIS

Syllabus

MODULE	(NO. OF LECTURE HOURS)
MODULE 1 Introduction to information system and MIS : Introduction to information systems, Ethical and social issues in information systems, Concept, role and importance of MIS, Control issues in MIS, Information classification and value of information	7
MODULE 2 Information systems, organizations and strategy : Organisation Features, Organisation structure, Routines and business processes. Impact of information systems on organizations and business firms. Using information systems to achieve competitive advantage: Porter's Competitive forces model, IS Strategy for dealing with competition, Business value chain model. Strategic Management Information systems: How IT influences organizational goals, Product differentiation	7
MODULE 3 MIS and Decision Making Concepts, Concept of Decision Support Systems : Types of decisions and decision making concepts. Herbert Simon Model of decision making. Introduction to DSS. Introduction to Enterprise Resource Planning and DBMS, RDBMS. Introduction to Artificial Intelligence	7
MODULE 4 System Analysis and Design : Concept and Need for System Analysis and Design. Process of System Analysis and Design. MIS and System Analysis	6
MODULE 5 Planning, designing and implementation of MIS: Contents of MIS plan, Steps in MIS planning. Development of MIS- prototype and lifecycle approach. Pitfalls in development of MIS. The Implementation of MIS	5

Text books:

1. Management Information Systems- Managing the Digital Firm: Kenneth C. Laudon& Jane P. Laudon
2. Management Information Systems: D.P. Goyal
3. Information systems for modern management : Murdrick, Ross and Clagget

Reference books:

1. Modern system analysis and design: Hoffer, George and Valacich
2. Enterprise resource planning: Alexis Leon

Gaps in the syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20

Independent Teaching Assessment	5
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Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE OUTCOMES							
Course Objectives	Course Outcomes						
	CO1	CO2	CO3	CO4	CO5		
A	3	2	2	3	2		
B	2	3	3	2	2		
C	3	2	1	3	1		
D	2	3	3	2	2		
E	2	1	1	2	2		

1=LOW, 2=MEDIUM, 3=HIGH

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO 1	CD1/CD8
CD 2	Tutorials/Assignments	CO2	CD1/CD2/CD3/CD8
CD 3	Seminars	CO3	CD1/CD2/CD3//CD 4
CD 4	Mini projects/Projects		
CD 5	Laboratory experiments/teaching aids		
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self- learning such as use of NPTEL materials and internets		

CD 9	Simulation			
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MT215 Project Feasibility Report

COURSE INFORMATION SHEET

Course code: MT 215 (RP)

Course title: Project Feasibility Analysis

Pre-requisite(s): NIL

Co- requisite(s): NIL

Credits: 2

Class:

Semester / Level: IV/ II

Branch:

Name of Teacher:

Course Outcomes

After the completion of this course, students will be able to Identify Business Opportunities in a given business environment and compare their commercial feasibility

Syllabus

The student will conduct relevant research to identify a Business Opportunity and carry out a feasibility study under the supervision of a faculty. The study may be conducted in groups 2-3 students.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Progressive Evaluation	40
End Sem Viva Voce	60

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

MT216 Entrepreneurship and Small Business

COURSE INFORMATION SHEET

Course code: MT216

Course title: ENTREPRENEURSHIP AND SMALL BUSINESS

Pre-requisite(s): NIL

Co- requisite(s):NIL

Credits: 2 L: 2 T:0 P:0

Class schedule per week: 2

Class: BBA

Semester / Level: IV/II

Branch:BBA

Name of the Teacher :

Course Objectives

This course enables the students:

A.	In improving understanding of the role of entrepreneurship in the economy
B..	In understanding the dynamic role of entrepreneurship and small businesses
C.	To sharpen the problem solving skills and Increase their alertness to opportunity
D.	To developed one or more entrepreneurial ideas of their own
E.	To develop appropriate skills in the students so as to make them competent and self-employed

Course Outcomes

After the completion of this course, students will be able to:

1.	prepare a comprehensive business plan
2.	describe operational and organizational structures for business
3.	describe funding sources and the capital structure of a business
4.	Develop abilities in evaluating small business ideas and market opportunities
5.	Demonstrate the potential of organizing and managing a Small Business

Syllabus

MODULE	(NO. OF LECTURE HOURS)
UNIT-1 ENTREPRENEURIAL MANAGEMENT The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements.	7
UNIT-2 SETTING UP SMALL SCALE INDUSTRY Concept, Types of small scale industry, Setting up a small industry – An overview of the steps involved, Role of small scale industry in national economy, Challenges to the growth of small scale industry in the country, problem of sick industry, Revival plan.	7
UNIT-3 SOCIAL ENTREPRENEURSHIP Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.	7
UNIT-4 FAMILY BUSINESS AND ENTREPRENEURSHIP The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.	7
UNIT-5 FINANCING THE ENTREPRENEURIAL BUSINESS:	7

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.	
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Text Books:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
4. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
5. Irwin Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed PUBLISHER McGraw-Hill, ISBN 978-0-07-802909-

Reference Books:

1. Hisrich D, Peters P. Michael, Shepherd A. Dean, (2008) Entrepreneurship 7th Ed, McGraw-Hill International Edition.
2. Desai. V.(2004), Small- Scale Industries and Entrepreneurship,6th Ed, Himalaya Publishing House.
3. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
4. Dr. Aruna Bhargava, Everyday Entrepreneurs – The harbingers of Prosperity and creators of Jobs.
5. Roy, R. Entrepreneurship, Oxford University Press.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars

Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Course Outcome #	Program Outcomes				
	A	B	C	D	E
CO1	2	2	1	1	1
CO2	2	2	1	1	1
CO3	2	2	2	1	1
CO4	2	2	1	3	3
CO5	2	2	2	3	3
INDEX	3=HIGH	2=MEDIUM	1=LOW		

Mapping of Course Outcomes onto Program Outcomes

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1 and CD2
CD 4	Mini projects/Projects		CO4	CD4 AND CD 6
CD5	Laboratory experiments/teaching aids		CO5	CD4, CD6 AND CD7
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			

CD9	Simulation		
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SEMESTER V

(Programme Core)

MT301 Business Ethics

COURSE INFORMATION SHEET

Course Code : MT301
Course Title : Business Ethics
Pre-requisite(s) : NIL
Co- requisite(s) : NIL
Credits: L: 3 T: 0 P: 0
Class schedule per week : 3
Class :BBA
Semester / Level : V/3
Branch : Bachelor of Business Administration
Name of Teacher:

Course Objectives

This course enables the students to:

A	To understand business ethics as part of Business
B	To familiarize students with the theory and practice of managing ethics in organization
C	To explain necessary skill in the field of ethics
D	To understand the benefits of ethics
E	To understand the principles of ethics and its application in an organization

Course Outcomes

After the completion of this course, students will be able to:

1	Appraise moral issues in business
2	Practice core business ethics
3	Relate business practices to cultural beliefs.
4	Develop and practice ethics in their functioning
5	Implement ethical values in functioning of an organization

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Definition of Business Ethics, Fundamental principles of ethics, Moral development and moral reasoning, managing ethics in organization, Concept of Human Values Ethics, Conceptual framework in understanding the complementarity between values and skills, Universal value Vs Local Value.	8
Module – II Concept of Utilitarianism, Forms of Utilitarianism, Deontological Concept, Justice and Fairness, The ethics of care, Time Management, Moral capital's basic currency, an alternative to moral principles.	12
Module – III Voluntary Unethical and Induced Unethical and their consequences, Secular and Sacred concept and its implications, Duties and rights and their relationships	12
Module – IV Wage and Salary administration, fixation and revision of minimum rates of wages, Concept of Wage and Salary, Wage discrimination, problems faced by employees in organizations	12
Module – V Concept of job description, job specification, forms of job discrimination, White Collar Crime, Trade Secret, Whistle Blowing Pollution, the dimension of pollution and resource depletion	12

Text Books:

1. Business Ethics, Manuel Velasquez , Seventh Edition, PHI publication
2. Ethics & the conduct of Business , John R . Boatright , Fourth Edition, Pearson Publication

Reference Books:

1. Ethical Management ,Satish Modh ,PHI publication
2. Its Only Business , Meera Mitra ,McMillan Publication

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	1	2	3	4	5
CO1	1	2	1	1	2
CO2	1	2	1	1	2
CO3	3	2	1	3	3

CO4	3	3	2	2	3	
CO5	3	3	1	3	2	

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini Projects/Projects	CO4	CD1,CD2,CD5,CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,CD3, CD4,CD6,CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT302 INTRODUCTION ON SUSTAINABLE DEVELOPMENT

Course code : MT 302
Course title : Introduction on sustainable development
Prerequisite(s) :NIL
Co-requisite(s) :NIL
Credits: 2 L:2 T:0 P:0
Class schedule per week: 2
Class : BBA
Semester / Level :5/3
Name of Teacher :

Course Objectives

This course enables the students:

A	To understand the basic concept of sustainability and analyse the factors that have contributed to its growing importance.
B	To understand the influence of sustainability on product management
C	To visualise how the green marketing initiatives can be put to use by businesses to achieve competitive advantage and profitability
D	To understand how sustainability can be integrated into businesses to create a win-win situation for consumers as well as businesses
E	To understand how sustainable designs and better management of logistics and other such initiatives can bring competitive advantage to firms.

Course Outcomes

After the completion of this course, students will be able to:

1	Be able to appraise how sustainability affects today's business operations and the society.
2	Be able to rationalise how global change, ecosystem degradation and resource limitation will shape business operations of the future.
3	Be able to understand and map sustainability to CSR of businesses.
4	Conceptualise ways and means through which businesses can contribute towards sustainability.
5	Able to practice sustainable initiatives in any area of their work.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Introduction to the concept of Sustainability in business. Reasons for its growing importance, benefits to organizations and the society. Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance).	9
Module – II Product Sustainability Management, Life Cycle Thinking, Product Life Cycle Management, Environmental Life Cycle Assessment, The Green marketing mix, Introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.	8
Module – III Integrating Sustainability into Business, systems thinking for sustainability, Value Chain perspective, sustainability strategy and planning, relative assessment of sustainability and Corporate Social Responsibility.	8
Module – IV Introduction to sustainable designs, sustainable designs in creation of competitive advantage, Concept of eco-labelling and its impact on consumer choice, concept of green certifications leveraged to benefit product marketing	9
Module – V Concept of green supply chain, Impact of supply chain on sustainability, elements of green logistics, concept of sustainability reporting	9

Text Books:

- 1) Blackburn, William, **The Sustainability Handbook** – The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility (2007), Environmental Law Institute, Washington, DC.
- 2) Savitz, Andrew, **The Triple Bottom Line** – How Today's Best-Run Companies are Achieving Economic, Social, and Environmental Success (2006), Jossey – Bass
- 3) Esty, Daniel and Winston, Andrew, **Green to Gold** (2008), Yale University Press
- 4) Drexler, Hans **Sustainable by Design**

Reference books:

- 1) Sustainable MBA: The Manager's Guide to Green **Business** by Giselle Weybrecht
- 2) The Responsible Business, by Carol Sanford (March, 2011)
- 3) Cradle to Cradle: Remaking the way we make things by William Mc Donough

Gaps in the Syllabus (to meet Industry/Profession requirements)

1. To develop a sustainable business model
2. To meet the company objective by considering the requirement of the society and demography.

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25

Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	2	1	1	2
CO2	3	2	2	1	1
CO3	2	3	2	1	1
CO4	2	2	1	2	2
CO5	2	2	2	2	3

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD 1
CD2	Tutorials/Assignments	CO2	CD1, CD2
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Mini Projects/Projects	CO4	CD1,CD2
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

SEMESTER VI

MT303 Strategic Management

Course Code : MT303
Course Title : Strategic Management
Pre-requisite(s) : NIL
Co- requisite(s) :NIL
Credits: L: 3 T: 0 P: 0
Class schedule per week: 03
Class :BBA
Semester / Level : VI/3
Branch: Bachelor of Business Administration
Name of Teacher :

Course Objectives

This course envisions to impart to students to:

A	To understand the most important hard skills in the business management
B	To emphasize the monitoring and evaluation of external opportunities and threat in light of corporation's strengths and weaknesses
C	To manage businesses and projects.
D	To have an insight into the managerial decisions and actions.
E	To appreciate the day – to -day activities of management and focus on long term strategy.

Course Outcomes

After the completion of this course, students will be able to:

1	Describe the basic knowledge of subject area
2	Appraise environment to determines the long – run strategies
3	Examine different strategies applied in organisations at different levels
4	Correlate Corporate strategies in action in organisations

5	Employ the Intellectual curiosity for successful performance of a corporation
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SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I An overview of Strategic Management Concept, evolution of strategic management as a discipline, characteristics of strategic management, strategic management model	8
Module – II Environmental Appraisal Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, environmental threat and opportunity profile (ETOP), SWOT analysis, porter's five forces model of competition	8
Module – III Corporate level strategies Grand strategies, stability strategies, expansion strategies and issues related with all these strategies, Process of strategic choice, corporate-level strategic analysis, business-level strategic analyses, subjective factors in strategic choice	9
Module – IV Strategic implementation & Strategy Evaluation Issues in implementation, types of strategic implementation techniques, Importance, strategy evaluation tools, role of organizational systems in evaluation	8
Module – V New Business Models Strategies for Internet Economy, E-commerce environment, E- commerce business model	8

Text Books:

1. Business policy and strategic Management, AzharKazmi, Tata McGraw-Hill

Reference Books:

1.Strategic management and business policy, William F. Glueck, Tata McGraw-Hill

Strategic Management, Michael Porter, Prentice hall of India

Cases in Strategic Management, S.B. Budhiraja&Atheya, Excel Books

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Indirect Assessment

1. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)					
	A	B	C	D	E	
CO1	3	2	2	1	2	
CO2	3	2	-	1	1	
CO3	1	2	1	1	1	
CO4	1	3	1	2	1	
CO5	1	1	1	1	2	

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4
CD3	Seminars	CO3	CD1
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

PROGRAMME ELECTIVES

(FINANCE SPECIALIZATION)

MT306 Corporate Taxation

Course Code : MT 306
Course Title : Corporate Taxation
Prerequisite(s): MT 103, MT 113
Co- requisite(s) : Nil
Credits: 3 L: 3 T: 0 P: 0
Class schedule per week: 03
Class : BBA
Semester / Level: VI/3
Branch :
Name of Teacher :

Course Objectives

This course enables the students :

A	To provide an insight into main provisions of the Income Tax Act, 1961.
B	To impart some basic knowledge about the Service Tax as amended by the current Finance Act
C	To enable students to understand the change in policy
D	To highlight the importance of tax structure and challenges
E	To know about the latest developments and rules in Taxation.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Develop Knowledge and Technical Proficiency in Taxation.
CO2	Developing the abilities to analyse the taxation and make strategy accordingly.
CO3	Develop an understanding the recent changes and challenges in Tax practices.
CO4	Detect the role and importance of Various taxes.

CO5	Develop the ability to incorporate with various types of tax structure.
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SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
<p>Module 1</p> <p>Historical Development of Income Tax and Corporate Tax, Tax structure in India under Indian Income Act, What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax, Rule of Corporate Tax</p>	09
<p>Module 2</p> <p>Computation of Income, Computation under different heads of Income, Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit, Taxation with reference to Newly Established Business. a. Location of a Business. b. Nature of Business. c. Form of Business</p>	09
<p>Module 3</p> <p>Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit, Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern, Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger.</p>	09
<p>Module 4</p> <p>Decision Making For Tax Payment Tax Consideration - Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports, Replacement and Capital Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning - Managerial Remuneration, Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.</p>	09
<p>Module 5</p> <p>Value Added Tax Implication of VAT to Corporate Income, Double Taxation Avoidance Agreement, Advance Payment of Tax, Collection of Tax at Source and E—TDS Return, Tax Planning and Management</p>	06

Text Books:

1. Taxman, Nabhi Publication.
2. Taxation, Ahuja, Malhotra Publication.
3. Corporate Taxation, Kaus Hal Kumare Agrawal, Atlantic Publishers & Distributors.
4. Corporate Taxation, Vinod Singhania, Taxmann Publication.
5. Corporate Tax Planning by V.K. Singhania, Taxmann Publication.
6. Corporate Tax Planning and Management- Direct Tax Law and Practice by Girish Ahuja and Ravi Gupta, Bharat Publication.

Reference Books:

1. Taxmann's Student's Guide to Income Tax, Dr. Vinod Singhania and Monica Singhania.

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced electromagnetic fields****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20

Independent Teaching Assessment	5
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Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	2	1	2	2
CO2	3	2	2	2	2
CO3	3	2	2	2	3
CO4	3	1	1	2	3
CO5	3	2	2	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1, CD2
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD4
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD4
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 307 Banking Concepts and Practices

COURSE INFORMATION SHEET

Course Code : MT 307
Course Title : Banking Concepts and Practices
Pre-requisite(s) : MT 103, MT 113
Co- requisite(s) : Nil
Credits: 3 L: 3 T: 0 P: 0
Class schedule per week: 03
Class : BBA
Semester / Level : VI/3
Branch :BBA
Name of Teacher:

Course Objectives

This course envisions to impart to students to:

A	To provide an insight into main provisions Banking Provisions
B	To impart basic knowledge about the Banking Services& Economy.
C	To enable students to understand the change in Banking and their imapcts.
D	To highlight the importance of Monetary policy in economy
E	To know about the international developments and rules in Banking.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Develop Knowledge and Technical Proficiency in Banking
CO2	Developing the abilities to analyse the banking environment and make strategy

	accordingly.
CO3	Develop an understanding the recent changes and challenges in Banking practices.
CO4	Detect the role and importance of Banks at domestics and international level
CO5	Develop the ability to design the strategy and analyse documents thereafter.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
<p>Module I:</p> <p>Introduction: Definition and Meaning of Banking – Systems of Banking – Branch Banking –Unit banking – Correspondence Banking – Indian Banking – Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India - Banking Regulation Act – Banking Sector Reforms.</p>	09
<p>Module II :</p> <p>Banking System & Commercial Banking: Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation</p>	09
<p>Module III:</p> <p>Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums</p>	09
<p>Module IV:</p> <p>Reserve Bank of India –Organisation – Management - Functions – NABARD – State Bank of India – Exchange Banks – Commercial Banks - Indigenous Banks – Co-operative Banks, Qualitative Methods of Credit Control.</p>	09
<p>Module V:</p> <p>Information Technology Act 2000 : ATM - RTGS NEFT SWIFT -Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure – e-cheque, Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act 2002.</p>	09

Text Books:

1. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
2. Legal & Regulating aspect of banking- 2nd Edition IIBF - MACMILLAN
3. Natarajan andGorden - Banking Theory Law and Practice - Himalaya publishing House, Mumbai
4. Paramemeswaran , R. & Natarajan, R. Indian Banking
5. Vaish, M.C. Money, Banking and International Trade

Reference Books:

2. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law &Practice - Sultan Chand & Sons -New Delhi.

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced Topics****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	2	2	2	2
CO2	3	2	2	2	1
CO3	2	2	1	2	3
CO4	3	1	1	2	3
CO5	3	2	2	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2
CD2	Tutorials/Assignments	CO2	CD1, CD3
CD3	Seminars	CO3	CD1, CD2, CD4
CD4	Mini Projects/Projects	CO4	CD1, CD2,
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 308 International Finance

COURSE INFORMATION SHEET

Course Code : MT 308

Course Title : International Finance

Pre-requisite(s) : MT 103, MT 113

Co- requisite(s) : Nil

Credits : 3 L: 3 T: 0 P: 0

Class schedule per week: 03

Class : BBA

Semester / Level :VI/3

Branch : BBA

Name of Teacher:

Course Objectives

This course enables the students:

A	To understand the basic terms involved in international finance.
B	To understand the functioning of international trade and finance.
C	To develop understanding about the concepts like risk,BoP, derivatives, trade blocks etc.to develop an overall understanding about international finance and trade..
D	To develop understanding about the foreign exchange market.
E	To develop understanding about the overall structure of international trade and business.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Interpret the basic terms and concepts of international finance and trade.
CO2	Interpret the dealings in foreign exchange.
CO3	Analyse and interpret BoP statement.
CO4	Understand important topic like risk management.
CO5	Develop the overall understanding about the international finance so as to be able to formulate strategies.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
<p>Module 1 :</p> <p>Introduction to International Finance: Increasing interdependence in the global economy, trends in international trade and cross border financial flow, India in the global economy, recent developments in global financial markets, liberalisation, integration and innovation- challenges to international financial management, gains from international trade and investment.</p>	09
<p>Module 2 :</p> <p>Balance of Payment: Concept of economic transactions, general government institutions, Principles of BoP accounting, components of the BoP account, factors affecting the components of BoP account, importance of BoP statistics, Relationship between BP variables and other economic variables, limitations of BoP.</p>	09
<p>Module 3 :</p> <p>The foreign exchange market: Structure and the participants, exchange rate determination, exchange rate quotations, types of quotes, arbitrage, types of transactions, quotes for various kinds of merchant transactions, foreign exchange market- the Indian scenario, foreign exchange contracts – early delivery/extension/cancellation of foreign exchange contracts.</p>	09
<p>Module 4 :</p> <p>Exchange Risk Management: Foreign exchange exposure- definition, classification of foreign exchange exposure- transaction, translation and operating exposures, derivatives- definition, classification, features and participants. RBI's constitution & objectives, functions, tools to monetary control, Developmental role of RBI, Regulatory restrictions on lending.</p>	09
<p>Module 5 :</p> <p>International Trade: Trade blocks- formation of trade blocks, conditions for success, OPEC- objectives, UNCTAD functions. WTO- history, functions, structure of WTO agreements, Trade Related Aspects of Intellectual Property Rights (TRIPS), Trade Related Aspects of Investment Measures (TRIMS), General Agreement on Trade in Services (GATS).</p>	06

Text Books:

1. International Finance, Ephraim Clark

Reference Books:

3. International Finance and Trade, ICFAI University.

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced Topics****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	2	2	2	2
CO2	3	2	2	2	2
CO3	3	2	2	2	3
CO4	3	1	1	2	3
CO5	3	2	2	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1
D2	Tutorials/Assignments	CO2	CD1, CD2
CD3	Seminars	CO3	CD1, CD2
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 309 Equity and Debt Market

COURSE INFORMATION SHEET

Course Code : MT 309
Course Title : Equity and Debt Market
Pre-requisite(s) : MT 103, MT 113
Co- requisite(s) : Nil
Credits : 3 L: 3 T: 0 P: 0
Class schedule per week: 03
Class : BBA
Semester / Level : VI/3
Branch : BBA
Name of Teacher:

Course Objectives

This course envisions to impart to students to:

A	To understand the evolution of financial markets, both equity market and debt market
B	To impart knowledge of primary and secondary market and understand the trading systems.
C	To describe the role of debt and equity in a firm's capital structure.
D	To understand the role of technical and fundamental analysis in stock valuation.
E	To study the players in debt markets and bond valuation.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Distinguish between the various equity and debt instruments
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CO2	Design an investment portfolio according to the investors risk appetite and investment horizon.
CO3	Understand the role of intermediaries and their services.
CO4	Estimate and calculate the risk and return associated with various investments.
CO5	Study the role of debt and equity in capital structure of a firm.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
<p>Module 1</p> <p>Introduction to Financial Markets – Equity and Debt Markets Evolution of Financial Markets in India, Indirect and Direct Finance, Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets Regulatory framework of Financial Markets Regulation of Equity and Debt Markets and role of Regulatory bodies, Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries.</p>	09
<p>Module 2</p> <p>Introduction to Equity Shares Concept of equity shares, Features of equity shares, Advantages and Disadvantages of equity share investments. Equity Markets and Trading Systems Introduction to Equity market- Primary market, Secondary market, Growth of equity shareholders, IPO, Evolution and growth of Stock Exchanges in India and Trading arrangements, Role of NSE, BSE and SEBI.</p>	09
<p>Module 3</p> <p>Debt Market Money market and Debt market in India, Fundamental features of Debt instruments, Different types of Debt Instruments, Participants in Debt Market Bond Analysis and Valuation Bond Analysis and Bond valuation, Bond valuation theories, YTM, Realized Yield</p>	09
<p>Module 4</p> <p>Risk and Return Risk on a Security, Types of Risks, Difference between Systematic and Unsystematic Risk, Risk profile of Investors, Reducing Risk through diversification Risk Measurement Tools Variance and Standard Deviation of Rate of Return, Regression Equations, Correlation coefficients, Probability Distribution, Technical Analysis and Fundamental Analysis.</p>	09

Module 5 Introduction to Mutual Funds Definition of A Mutual Fund , Types of Mutual Funds, Advantages to Mutual Fund holders, Difference between Share and Mutual Fund Portfolio Management Introduction to Portfolio Management, Portfolio Management Strategies, Risk Diversification, Portfolio Analysis and Portfolio Performance Evaluation.	06
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Text Books:

1. Kevin S (2010) Security Analysis and portfolio Management, PHI Learning Pvt. Ltd, Delhi, 8 th Edition
2. Ranganathan, M & Madhumathi, R (2001) Investment Analysis and Portfolio Management, Dorling Kindesley pvt. Ltd. Delhi (5 & 6)
3. Singh P (2009) Investment management, Himalaya publishing House 7 th Edition (2 & 4)
4. Chandra, P. (2011).Corporate Valuation and Value Creation, (1st ed). TMH
5. LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)
- Donald, E.F. Ronald. J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, Sixth Edition

Reference Books:

Gaps in the Syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced Topics

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	2	3	3	3
CO2	2	1	3	2	1
CO3	2	2	3	1	2
CO4	3	1	1	2	2
CO5	3	2	2	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD5, CD8
D2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5
CD3	Seminars	CO3	CD1, CD2, CD4, CD5
CD4	Mini Projects/Projects	CO4	CD1, CD4, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD4, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

MT 310 Auditing

COURSE INFORMATION SHEET

Course Code : MT 310
Course Title : Auditing
Pre-requisite(s) : MT 103, MT 113
Co- requisite(s) : Nil
Credits : 3 L: 3 T: 0 P: 0
Class schedule per week: 03
Class : BBA
Semester / Level : VI/3
Branch : BBA
Name of Teacher :

Course Objectives

This course envisions to impart to students to:

A	To understand the role of auditor in global business environment.
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B	To impart knowledge of auditing process, legal liabilities and responsibilities of an auditor.
C	To acquaint students with auditing procedure and report writing.
D	To understand the importance of effective internal control system.
E	To familiarize with recent developments in audit rules.

Course Outcomes

After the completion of this course, students will be able to:

CO1	Understand the importance of audit and audit process in detail.
CO2	Interpret the results of audit reports and balance sheets of various companies.
CO3	Suggest various internal control measures and checks
CO4	Perform a thorough valuation of assets and liabilities.
CO5	Develop ability to solve basic cases relating to audit engagements

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
<p>Module 1</p> <p>Introduction to Auditing Auditing – Meaning and Definition, Nature and Limitations of Auditing, Objectives of Auditing, Importance with reference to Indian Industry. Audit Standards Auditing and Assurance Standards, Statements and Guidance Notes on Auditing</p>	09
<p>Module 2</p> <p>Planning of Audit and Control Role of an Auditor – Qualifications – Appointment – Rights – Remuneration - Duties and Liabilities. Process of Audit planning, Audit programme, Audit papers, Audit contents, Accounting controls and Sampling in Audit. Types of Audit General Audit and Specific Audit, Continuous, Periodic and Balance Sheet Audit</p>	09
<p>Module 3</p> <p>Audit of Financial Statements Vouching – Meaning. Vouching of cash book and investigation of transactions, Verification and Valuation of assets and liabilities. Audit of Financial Statements –Receipts and Payments, Sales and Purchases, Capital and Reserves, Fixed Assets and Other Assets.</p>	09
<p>Module 4</p> <p>Internal Control System Concept and Objective of Internal Control, Characteristics of an efficient system of internal control, IT revolution, Challenges in Internal Control Risk Assessment and Internal Control Evaluation of Internal control procedures and techniques including questionnaire, flow chart, internal audit and external audit, coordination between the two.</p>	09
<p>Module 5</p> <p>Audit of Different Institutions Audit of different types of Institutions (Partnership, Trading, Non trading concerns, Manufacturing companies). Features and Basic Principles of Government Audit-Local Bodies and Non- Profit Seeking Organizations Audit Reportand Certificate Distinction between Report and Certificate, Contents of an Audit Report, Preparation of a fair Audit Report.</p>	06

Text & Reference Books:

1. Prakash Jagdish Principles and Practices of Auditing, Kalyani Publishers, New Delhi
2. Kamal Gupta and Ashok Gupta "Fundamentals of Auditing" Mc Graw Hill Education, New Delhi, 2004.
3. R.G. Saxena Auditing Himalaya Publishing House New Delhi 2010
4. T.N. Tandon "Practical Auditing" Kalyani Publishers, New Delhi.
5. Hooks, K. L. (2011). Auditing and Assurance Services: Understanding the Integrated Audit (1st ed.), New York, NY: Wiley.

Gaps in the Syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced Topics****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	3	3	3	2
CO2	3	1	2	2	1
CO3	2	3	3	3	3
CO4	3	1	2	3	1
CO5	1	1	2	3	1

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD5, CD8
D2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5
CD3	Seminars	CO3	CD1, CD2, CD4, CD5
CD4	Mini Projects/Projects	CO4	CD1, CD4, CD8
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2,CD4, CD5, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

(IT SPECIALIZATION)

MT 311 Computer Networks

COURSE INFORMATION SHEET

Course Code : MT 311

**Course Title :Computer
Networks**

Pre-requisite(s) : MT 106

Co- requisite(s):

Credits: L:03 T: 00 P: 00

Class schedule per week: 03

Class :BBA

Semester / Level:VI

/ 3

Branch: BBA

Name of Teacher:

Course Objectives

This course envisions to impart to students to:

A	To learn about basics of Computer Network.
B	To learn about Network Architecture, Guided and Unguided Media.
C	To learn about physical layer of data transmission.
D	To learn switching and multiplexing
E	To learn the error control and flow control mechanism in data link layer

Course Outcomes

After the completion of this course, students will be able to:

1	Understand the basics of Computer Network
2	Demonstrate the OSI and TCP / IP reference model
3	Recognize the digital and analogue transmission.
4	Categorized circuit switching, packet switching and multiplexing
5	Evaluate flow control and error control mechanism.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module 1 Introduction: Introduction: Uses of computer, business applications, home applications, mobile users, social issues, Network Hardware, LAN, MAN, WAN, wireless networks, home networks, Internet works	06
Module 2 Network Architecture Network Architecture: OSI Reference Model, TCP/IP Reference Model, Comparison of OSI and TCP/IP Reference Model. Transmission Media: Guided Transmission media, Wireless transmission	06
Module 3 Digital Transmission Digital Transmission: digital to digital transmission, analog to digital transmission, transmission modes. Analog Transmission: digital to analog transmission and analog to analog transmission	09
Module 4 Switching: Switching: circuit switched network, datagram networks, virtual circuit networks. Multiplexing: frequency division multiplexing, synchronous time division multiplexing, statistical time division multiplexing.	9
Module 5 Data link layer Data link layer: data link layer design issues, error detection and error correction, stop-and- wait protocol, sliding window protocol.	11

Text books:

Andrew S. Tanenbaum, Computer Networks, 4th Edition, Pearson Prentice Hall

Behrouz A. Forouzan, Data Communications and Networking, 4th Edition, Tata McGraw Hill

Reference books:

Gaps in the syllabus

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)					
	1	2	3	4	5	

CO1	3	3	2	3	2
CO2	2	2	3	2	3
CO3	2	2	2	2	2
CO4	3	2	2	3	2
CO5	3	3	3	2	2

Correlation Levels 1, 2 or 3 as defined below:

1:Slight(Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CDCode	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD2, CD5
CD2	Tutorials/Assignments	CO2	CD1 and CD8
CD3	Seminars	CO3	CD3 and CD4
CD4	Mini Projects/Projects	CO4	CD2 and CD4
CD5	Teaching Aids	CO5	CD3 and CD6
CD6	Industrial/Guest Lectures	CO6	CD5 and CD2
CD7	Industrial Visits	CO7	CD2 and CD3
CD8	Self- learning		CD8

MT 312 Knowledge Management

COURSE INFORMATION SHEET

Course Code : MT 312

Course Title : Knowledge Management

Pre-requisite(s): MT 106

Co- requisite(s):NIL

Credits: L:03T: 00 P: 00

Class schedule per week: 03

Class:BBA

Semester / Level: VI / 3

Branch: BBA

Name ofTeacher:

CourseObjectives

This course envisions to impart to students to:

A	To learn about Data and knowledge
B	To learn the basics of knowledge management
C	To learn knowledge management tools
D	To learn knowledge management cycle
E	To learn knowledge processing and knowledge engineering approach

Course Outcomes

After the completion of this course, students will be able to:

1	Understand about progression of data to knowledge.
2	Understand the basics and history of knowledge management
3	Interpret knowledge management tools.
4	Relate knowledge processing and knowledge creation
5	Understand the significance of learning organization

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module 1 Understanding Knowledge and definition of Knowledge Management, Conceptual Progression from data to knowledge, Need and Objective of Knowledge Management.	9
Module 2 History of Knowledge Management, Elements of Knowledge Management, Different Types of knowledge in Organization, knowledge Life Cycle Organizational Learning Process, Corporate Memories, Types of Corporate Memories	9
Module 3 Knowledge management tools, Implementation of Knowledge management, Knowledge management cycle	9
Module 4 The Environment for Co-operative knowledge Processing, Supporting, Co-	9

ordination through a Flexible Use of Knowledge Creation	
Module 5 The knowledge Engineering Approach, Acquisition, Representation, Expression and Management of Knowledge Base	11

Text books:

Tiwana Knowledge Management

Reference books:

K. Dalkir Knowledge Management in Theory and Practice, Second Edition ISBN: 9780262015080
Gaps in the syllabus

POs met through Gaps in the Syllabus

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

**Course Outcome (CO) Attainment Assessment Tools & Evaluation
Procedure Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20

Independent Teaching Assessment	5
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Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)					
	1	2	3	4	5	
CO1	2	2	3	2	3	
CO2	3	2	2	3	2	
CO3	2	2	2	2	2	
CO4	3	2	2	3	2	
CO5	2	3	3	3	3	

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD5
CD2	Tutorials/Assignments	CO2	CD1 and CD2
CD3	Seminars	CO3	CD1 and CD3
CD4	Mini Projects/Projects	CO4	CD1 and CD4
CD5	Teaching Aids	CO5	CD1 and CD3
CD6	Industrial/Guest Lectures	CO6	CD4 and CD2
CD7	Industrial Visits	CO7	CD1 and CD2
CD8	Self- learning		CD8

MT 313 Internet and Web Page Design

COURSE INFORMATION SHEET

Course Code: MT 313
Course Title: Internet and Web Page Design
Pre-requisite(s): MT 106
Co- requisite(s): NIL
Credits: 3 L: 03 T: 00 P: 00
Class schedule per week: 03
Class: BBA
Semester / Level: VI / 3
Branch: BBA
Name of Teacher:

Course Objectives

This course envisions to impart to students to:

A	To learn about basics of Internet.
B	To learn how the web works.
C	To learn HTML and for scripting.
D	To learn programming using Java Script
E	Learn basics of XML

Course Outcomes

After the completion of this course, students will be able to:

1	Learn the basics of Internet
2	Able to understand how the networking of the internet works
3	Learn scripting with HTML
4	Learn programme development with Java Script
5	Understand the basics of XML and Java Applets.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
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Module 1: Introduction to Internet and HTML :Introduction to Internet and HTML: Introduction to Internet, Internet Services, Web Server, Web Client, Domain Registration, Internet Security, URLS and Domain Names and Internet Service Providers (ISP)	6
Module 2: Accessing Internet: Getting Connected, Access, Modems and Speed. Internet Protocols, TCP/IP, File Transfer, Protocol, Configuring the Machine, for TCP/IP Account, IP Address	9
Module 3: HTML: Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings, Link Documents using Anchor Tag, Formatting Characters, Font tag, Image s and Pictures, Listing, Tables in HTML, Hyperlinks, Frames and Forms	9
Module 4: Java Script : Data Types, Variables, Operators, Conditional Statements, Use of Java Script in Web Pages, Advantages of Java Script, Type Casting , basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.	9
Module 5: Understanding XML and Java Applets: Overview of XML, XML Families of Technology, Introduction to DTD, basics of Java Applets	12

.Text books:

C. Xavier, Web Technology & Design, New Age International Publishers, 1stEdn, New Delhi, 2004.

Reference books:

Ivan Bay Ross, Web Enable Commercial Application Using HTML, DHTML, BPB Publication.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	1	2	3	4	5
CO1	3	2	3	2	2
CO2	2	3	3	2	3
CO3	3	3	2	2	2
CO4	2	3	3	2	2
CO5	3	2	3	3	2

Correlation Levels 1, 2 or 3 as defined below:

1:Slight(Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CDCode	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2
CD2	Tutorials/Assignments	CO2	CD2 and CD3
CD3	Seminars	CO3	CD3 and CD4
CD4	Mini Projects/Projects	CO4	CD4 and CD1
CD5	Teaching Aids	CO5	CD1 and CD3
CD6	Industrial/Guest Lectures	CO6	CD4 and CD2
CD7	Industrial Visits	CO7	CD1 and CD2
CD8	Self- learning		CD8

MT 314 Introduction to Business Analytics

COURSE INFORMATION SHEET

Course Code: MT 314

Course Title: Introduction to business analytics

Pre-requisite(s): MT 106

Co- requisite(s):NIL

Credits:3 L:03 T: 00 P: 00

Class schedule per week: 03

Class: BBA

Semester / Level: VI / 3

Branch: BBA

Name of Teacher:

CourseObjectives

This course envisions to impart to students to:

A	To know details about the business data analytics.
B	Applications, advantages and limitations of various analytics techniques.
C	Real life use of various data analytics
D	Case studies on business data analytics.
E	Implementation using R

Course Outcomes

After the completion of this course, students will be able to:

1	Understand the properties of various business data analytics
2	Identify important resource to support business analytics and identify the strength and weaknesses of different business data analytics.
3	Design and utilize appropriate data analytics techniques for solving problems.
4	Understand the role of statistics in data analytics.
5	Understand the role of data mining in data analytics.

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module 1: Introduction to Business Analytics :Terminology, Business Analytics Process, Relationship of BA Process and Organization, Decision-Making Process. Why Are Business Analytics Important? Introduction, Why BA Is Important: Providing Answers to Questions, Why BA Is Important: Strategy for Competitive Advantage, Other Reasons Why BA Is Important, Applied Reasons Why BA Is Important, The Importance of BA with New Sources of Data	6
Module 2: Important Resource to Support Business Analytics :Introduction, Business Analytics Personnel, Business Analytics Data, Categorizing Data, Data Issues, Business Analytics Technology. How Do We Align Resources to Support Business Analytics within an Organization? Organization Structures Aligning Business Analytics. Organization Structures, Management Issues.	8
Module 3: Descriptive Analytics and Data Visualization :Mean, median, mode, harmonic mean, geometric mean, variance and standard deviation, quantiles, skewness. Data Visualization: Summery table, Contingency table, Bar plot, Pie chart, Frequency distribution, Relative frequency distribution, Cumulative frequency distribution, Histogram, Frequency polygon, Cumulative frequency graphs, Box plot, Time series plot, Pareto chart, Steam-and leaf display, Scatter diagram, Cause and effect diagram. Lorenz curve. Case Study Example: Descriptive Analytics Step in the BA Process.	14
Module 4: Predictive Analytics :Introduction, Predictive Modeling, Logic-Driven Models, Data-Driven Models, Data Mining, Cluster analysis: What is cluster analysis? K-Means algorithm, Hierarchical clustering, Classification, K-Nearest	6

neighbor classification. Case Study Example: Predictive Analytics Step in the BA Process.	
Module 5: Statistical Decision Analysis and few advanced analysis topics :Introduction, Decision making under risk, Payoff table, Graphical approach for decision making, Influence diagram, Decision tree, Decision making under uncertainty, Decision making under conflict (Game theory), Zero sum game, Game matrix. Advanced topic: Conjoint analysis, Panel data analysis.	6

Text Book:

Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Business Analytics Principles, Concepts, and Applications What, Why, and How, Pearson, Pearson 2014.

J Han and M Kamber, Data Mining: Concepts and techniques, Morgan Kaufmann Publishers.

Gupta and Gupta, Business Statistics, Sultan Chand And Sons, 2014.

REFERENCE BOOKS

S. Christian Albright, Wayne L. Winston, Business Analytics: Data Analysis & Decision Making, Cengage Learning, 2015.

R. Evans James, Business Analytics, Pearson, 2017.

Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)					
	1	2	3	4	5	
CO1	2	3	2	3	3	
CO2	3	2	2	3	2	
CO3	2	3	3	2	2	
CO4	2	3	3	2	2	
CO5	3	2	3	3	2	

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CDCode	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD3
CD2	Tutorials/Assignments	CO2	CD1 and CD8
CD3	Seminars	CO3	CD2 and CD4
CD4	Mini Projects/Projects	CO4	CD1 and CD6
CD5	Teaching Aids	CO5	CD2 and CD3
CD6	Industrial/Guest Lectures	CO6	CD1 and CD2
CD7	Industrial Visits	CO7	CD8 and CD2
CD8	Self- learning		CD8

MT 315 Programming Technology

COURSE INFORMATION SHEET

Course Code: MT 315

**Course Title: Programming
Technology**

Pre-requisite(s): MT 106

Co- requisite(s):NIL

Credits:3 L:02 T: 0 P: 02

**Class schedule per
week: 03**

Class:BBA

Semester / Level: VI / 3

Branch: BBA

Name of Teacher:

Course Objectives

This course envisions to impart to students to:

A	To understand the fundamentals ideas regarding different programming methodology
B	To understand the Pseudo code.
C	To understand the time complexity of the programming paradigm.
D	To understand the storage complexity of the programming paradigm
E	To understand different programming tools.

Course Outcomes

After the completion of this course, students will be able to:

1	Identify the different programming paradigm.
2	Understand deep bugging concepts.
3	Understand the concepts of writing algorithm
4	Understand the concepts of writing flowchart
5	Describe different programming tools

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MODULE	(NO. OF LECTURE HOURS)
Module 1: Overview of Programming :Overview of Programming: Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/ output), Algorithm, Flowchart, Coding, Debugging- Compile time error, Run time error, Logical error, Syntax error,Testing	6
Module 2: Paradigms of Programming Languages :Paradigms of Programming Languages: Programming Languages, Types of Languages, Low level vs high level languages, Languages development, Assembly languages	6
Module 3: Programming Techniques: Top down design, structured programming, Modular programming, Object oriented programming, event driven programming.	9
Module 4: Object Oriented Programming Methodologies :Object Oriented Programming Methodologies: Class, Object, Data abstraction, Data encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Communication. Comparisons between Object oriented programming and procedureprogramming	10
Module 5: Overview of Web based programming language :Overview of Web based programming language: HTML, XML, JSP, PHP. Concept of Tomcat Apache web server.	15

Text Books:

1. V.K. Jain, "Programming and Problem Solving through C", BPB Publications, 1999

Reference Books:

1. E. Balagurushwami, "Object Oriented Programming using C++", TMH Publishers, 2002

1. C.Xavier, "WebProgramming", NEWAGE Publishers, 2004

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus**Topics beyond syllabus/Advanced topics/Design**

Pos met through Topics beyond syllabus/Advanced topics/Design

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

Indirect Assessment

1. Students' Feedback on Course Outcome.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program outcomes				
	A	B	C	D	E
CO1	2	1	2	1	2
CO2	2	1	2	2	2
CO3	2	1	2	2	2
CO4	3	2	3	2	2
CO5	2	1	3	2	2

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1,
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1, CD2,
CD4	Mini projects/Projects		CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD2
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

(MARKETING SPECIALIZATION)

MT 316 International Marketing

COURSE INFORMATION SHEET

Course code: MT 316
Course Title: International Marketing
Pre-requisite(s): MT109, MT205
Co- requisite(s):NIL
Credits: 3 L:3 T:0 P:0
Class schedule per week: 3
Class:BBA
Semester / Level:VI/3
Name of Teacher:

Course Objectives

This course enables the students:

1	To possess the theoretical concepts of international Marketing.
2	To understand the impact of cultural, political and legal differences on the product and the company .
3.	To be acquainted with trade barriers of international markets
4.	In understanding the different forms of international marketing
5.	To know about the international distribution and export documentation

Course Outcomes

After the completion of this course, students will be:

1.	Able to understand and describe the concepts and processes of international Marketing
2.	Having the abilities to analyse the international marketing environment and choose the suitable international markets for their organization
.	To develop an understanding the recent changes and challenges in international Marketing
4.	Able to differentiate the direct and indirect exporting and other forms of international Marketing
5.	Having the ability to design the distribution network for international marketing and analyse export documents

SYLLABUS

MODULE	(NO. OF
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	LECTURE HOURS)
Module – I Definition, Scope and Importance of International Marketing, Major issues in International Marketing, Similarities and Dissimilarities between Domestic Marketing and International Marketing	7
Module – II Introduction to International Marketing Environment, Cultural, Political and Legal Environment, Balance of Payments, Process of International Market Selection	8
Module – III International Trade Barriers Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers, Impact of Tariff and Non-Tariff Barriers	5
Module – IV .Product Adaptation & Standardization, Product Life Cycle in International Marketing, Packaging Direct and Indirect Exporting, Intermediaries in International Marketing, Different types of Transportation modes, Developments in transportation	12
Module – V Types of Export Incentives and Assistance in International Marketing, Management of Risks, ECGC, Export Documentation	13

Text Books:

1. Cherunilam, F. (2017), *International Marketing- Text and Cases*, Mumbai, Himalaya Publishing House, 15th Edition
2. Varsheny, R.L. and Bhattacharya, B. (2009), *International Marketing Management*, New Delhi, Sultan Chand Publication,
3. Cateora, P.R., Graham, J.L. and Salwan, P. (2008), *International Marketing*, New Delhi, Tata McGraw Hill, 13th Edition

Reference Books :

1. Cherunilam, F. (2010), *International Business- Text and Cases*, New Delhi, Prentice Hall India Publication, 5th Edition

2. Onkvist, S. and Shaw, J.J.(2009), International Marketing : Analysis and Strategy, 3rd Edition, PHI Learning Private Limited, New Delhi

Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program outcomes				
	A	B	C	D	E
CO1	2	1	2	1	2
CO2	2	1	2	2	2
CO3	2	1	2	2	1
CO4	3	2	3	2	2
CO5	2	1	3	2	2

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD5, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1,
			CD2, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD5, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and Internets		
CD9	Simulation		

MT 317 Services Marketing

COURSE INFORMATION SHEET

Course code: MT 317

Course title: Services Marketing

Pre-requisite(s): MT109, MT205

Co- requisite(s): Nil

Credits: 3 **L:**3 **T:** 0 **P:**0

Class schedule per week: 3

Class: BBA

Semester / Level:VI/3

Name of Teacher:

Course Objectives

This course enables the students:

A.	To understand the nature, significance and objectives of services Marketing and the growing importance of services in the economy
B.	In understanding the need of the extended P's in case of services marketing mix
C.	To know the Service Gap el
D.	To understand the concepts related to internal customer and internal marketing
E.	To know the principles of services marketing as applicable to the specific industries like Bank, Insurance, Hospitality and Healthcare.

Course Outcomes

After the completion of this course, students will be to:

1.	Differentiate goods with services, outline the characteristics of services and classify Them
2.	Understanding the importance and application of internal marketing
3.	Having the ability to apply the 7 P's of marketing-mix on services
4.	Able to identify the Gaps as per the Service Quality Gap el and eliminate them
5.	Able to design products and services for the Banking, Insurance, Hospitality and Healthcare sector

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1:Introduction	
Definition, Introduction to services marketing, differences between services and goods, characteristics of services, classification of services	9
Module 2:Services Marketing Management	
Concept of internal customer and internal marketing, Understanding customer requirements, Service Standards - Meaning and importance	9
Module 3:Introduction to Services Marketing Mix	
Elements of Services Marketing Mix – The 7P's, their concept and importance,Positioning in services marketing, role and importance of positioning	6
Module 4:Service Quality	
Definition of Quality and its Significance- Measuring Service Quality, the Service Quality Gap	9
Module 5:	
Services Marketing in Banking, Insurance, Hospitality and Healthcare ,Major Characteristics, Market Segmentation and Marketing Mix	12

I, Valarie A, Bitner, Mary JO, Gremier, Dwayne D & Panit, Ajay (2008),
Services Marketing –Integrating Customer Focus Across the Firm; Tata
McGraw Hill, 4th Edition

2. Rao, K Rama Mohana, Services Marketing; Pearson, 2nd Edition

Reference Books :

- Shankar, R.; Brittain, P (2002), Services Marketing – The Indian Perspective(Texts and Readings), Excel Books, 1st Edition
- Gronoos, Christian (2007), Service Management & Marketing – Customer Management in Service Competition; Wiley, 4th Edition
- Clow, Kenneth E. & Kurtz (2009), Service Marketing – Operation, Management, & Strategy; Biztantra, 2nd Edition
- Lovelock, Christopher & Wirtz, Jochen & Chatterjee, Jayanta (2007) Service Marketing – People, Technology, Strategy; Pearson, 6th Edition

Gaps in the syllabus (to meet Industry/Profession requirements) POs met

through Gaps in the Syllabus
Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	a	B	c	D	E
CO1	3	1	2	1	1
CO2	3	2	1	1	2

CO3	3	1	1	2	2
CO4	3	2	2	3	2
CO5	3	3	3	2	3

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1, CD5, CD8
CD2	Tutorials/Assignments		CO2	CD1, CD2, CD8
CD3	Seminars		CO3	CD1, CD2, CD8
CD4	Mini projects/Projects		CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD5, CD8
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 318 Retail Management

COURSE INFORMATION SHEET

Course code: MT 318

Course title: Retail Management

Pre-requisite(s): MT109, MT205

Co- requisite(s): Nil

Credits: 3L:3 T:0 P:0 Class

schedule per week: 3 Class: BBA

Semester / Level: VI/3

Name of Teacher:

Course Objectives

This course enables the students to:

A.	Have an overview of the Indian and global retail industry
B.	Knowing the retail environment and different types of retail institutions
C.	Understanding the role and importance of store location and layout
D.	Understanding the areas of decision making and accountabilities of a store manager in a retail organization
E.	Know the application of Information Technology in retailing and the retail promotion Mix

Course Outcomes

After the completion of this course, students will be able :

1.	To understand and explain the concepts, philosophies and environment of the retail Tindustry in Indian and global context and also appraise the need of FDI in the retail Sector
2.	Aware of the different formats of retailing
3.	Aware of the factors affecting store location and store layout
4.	Can apply information technology in retail organisations for better and faster working.
5.	Design the role of a store manager in a retail organization

Syllabus

MODULE	(NO. OF LECTURE HOURS)
<p>Module 1:Introduction to Retailing & Retail Environment</p> <p>Definition, Importance and Scope of Retailing, The Special Characteristics of Retailing, Future Prospects of Retailing in India, Organised Vs. Unorganised Retailing. An Introduction to, The Retail environment in India, Introduction to the Global Retail Market, Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market.</p>	9
<p>Module 2:Classification of Retail Stores</p> <p>Retail Institutions by Ownership, Store based Retailing & Non-Store based Retailing. E- Retailing.</p>	9
<p>Module 3:Retail Store Location & Store Layout</p> <p>Meaning and Importance of store location and store layout, Factors affecting Retail Store Location, Different types of Retail Store Layout.</p>	6
<p>Module 4:Management of Retail Store</p> <p>Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees, Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing, Application of It in retailing.</p>	9
<p>Module 5:Retail Communication and Promotion</p> <p>Setting Communication Objectives, Elements of Retail Promotion Mix-Advertising, Sales Promotion, Personal Selling, Public Relations, Relationship Marketing and Loyalty Schemes. Other Important Promotional Tools</p>	12

Text Books:

1. Berman, Barry & Evans, Joel R. (2017), Retail Management: A Strategic Approach; Pearson, 10th Impression

Reference Books :

1. Cox, R.; Brittain, P (2007), Retailing-An Introduction, Pearson, 1st Edition
2. Diamond, Jay & Pintel, Gerald (2008), Retail Buying; Pearson Education, 1st Impression
3. Gilbert, David (2006), Retail Marketing Management; Pearson, 2nd Edition
4. Pradhan, Swapna Retailing Management; McGrawHill
5. Levy, Michael & Weitz, Barton A, Retail Management; McGrawHill

Gaps in the syllabus (to meet Industry/Profession requirements)**POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and Internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcomes				
	A	B	C	D	E
CO1	3	1	-	1	2
CO2	3	2	-	2	2
CO3	2	1	2	1	2
CO4	2	2	3	2	2
CO5	3	3	1	2	2

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1, CD5, CD8
CD2	Tutorials/Assignments		CO2	CD1, CD2, CD8
CD3	Seminars		CO3	CD1, CD2, CD8
CD4	Mini projects/Projects		CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD5, CD8
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and Internets			
CD9	Simulation			

MT 319 Integrated Marketing Communication

COURSE INFORMATION SHEET

Course code: MT 319

Course title: Integrated Marketing Communication

Pre-requisite(s): MT109, MT205

Co- requisite(s): NIL

Credits: 3 **L:**3 **T:**0 **P:**0

Class schedule per week: 3

Class:BBA

Semester: VI / **Level:**3

Name of Teacher:

Course Objectives

This course enables the students to:

A.	Understand the usefulness of different promotion mix elements and their role in furthering marketing and advertising objectives
B.	Develop the IMC perspective to promotion and be able to visualise the use of different promotion mix elements
C.	Learn the role of different Facilitating and control institutions in promotion and evaluate why and how all this could be used in ethical and socially acceptable manner.
D.	Indulge in innovative and creative thinking and aligning these to advertising making and execution thereby making advertising more effective.
E.	Understand the different components of an advertising message and be able to rationalise the use of different media for effective dissemination of messages.

Course Outcomes

After the completion of this course, students will be able to:

1.	Understand relative benefits of the different promotion mix elements and be able to effectively forward the IMC perspective to promotion
2.	Develop promotion objectives for firms/ brands on the basis of a thorough evaluation of the marketing and competitive environment.
3.	Be able to make assessment about selection of the appropriate promotion mix elements in furthering these objectives in a socially acceptable manner.
4.	Develop a creative approach based on marketing and advertising objectives and rationalise the use of these in accordance to the characteristics of the target audience.
5.	Initiate media planning both conventional and new age

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Introduction to the concept of promotion mix Introduction to the concept of promotion mix tools – advertising, sales promotion, personal selling, direct marketing, publicity & public relations, interactive & internet marketing. Introduction to the concept of IMC, Evolution of the concept of IMC, reasons for its growing importance. Role of IMC in achieving promotion objectives.	10
Module 2 IMC planning process IMC planning process: analysis of communication process, opportunity and competitive analysis and development of IMC objectives. The process of response-traditional response hierarchy etc. Introduction to the concept of sales and communication objectives. Concept of DAGMAR- objective characteristics, limitations and criticisms. Framing of DAGMAR objectives.	4
Module 3 IMC agency structure, flow of work in an agency IMC agency structure, flow of work in an agency: creative and production work, compensation methods, agency services, factors governing selection of agency, agency client relationship Promotion budgeting/appropriation: factors influencing budgeting, methods of advertising budgeting.	8
Module 4 Creative strategy Creative strategy: creativity and its importance in advertising. The process of creative output. Positioning strategy- types, developing positioning statements. Advertising appeals, advertising copy and layout, developing television advertisements.	11
Module 5 Media decisions Media decisions: importance of media, types of media and their benefits, media characteristics, developing media plan, assessment of advertising effectiveness , Introduction to digital advertising, Ethical issues in promotion .Introduction to new age/ social media. Internet and integrated marketing communication.	12

Text books:

1. Kazmi, H H S and Batra, R ; Advertising Management, PrenticeHall
2. Belch, G E and Belch, Michael A; Advertising and promotion-IMC Perspective,TMH

Reference books:

1. Duncan, T, Principles of Advertising and IMC, McGrawHill
2. Clow, K E and Baack, D E; Integrated advertising promotion and marketing communication;Prentice Hall

Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome.

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program outcomes				
	A	B	C	D	E
CO1	2	1	2	2	1
CO2	2	1	2	2	2
CO3	2	1	2	2	2
CO4	2	2	2	2	2
CO5	2	1	1	2	2

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4,CD5
CD3	Seminars	CO3	CD1, CD2,CD4,CD8
CD4	Mini projects/Projects	CO4	CD1,CD2,CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD3,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

MT320 Consumer behaviour

COURSE INFORMATION SHEET

Course code: MT-320

Course title: Consumer behaviour

Pre-requisite(s): MT109, MT205

Co- requisite(s): NIL

Credits: 3 L:3 T:0 P:0

Class schedule per week: 3

Class: BBA

Semester/Level : VI/3

Name of Teacher:

COURSE OBJECTIVE

This course enables the students:

A.	To explain various aspects of consumer behaviour
B.	To develop an understanding of consumer attitude.
C.	To outline the role of personality in consumer behaviour
D.	To explain sociocultural factors which influences consumer behaviour
E	To develop an understanding of various levels of consumer decision making process.

Course Outcomes

After the completion of this course, students will be able to :

1	Appraise the need for understanding of consumer behaviour in any business
2	Interpret attitude formation and reason for change in attitude
3	Evaluate various personality traits and their significance
4	Evaluate various socio cultural factors which influences consumer behaviour
5	Design consumer decision making process .

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1: Introduction to consumer behaviour: Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concept of perception, Perceptual Selection, Product and Service Positioning, .	6
Module 2: Consumer Attitude formation and Change Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory. Concept of Opinion Leaders, Influence of Social Media on Consumer purchase Behaviour	4
Module 3: Personality and consumer behaviour Nature of personality, Freudian, Non- Freudian and trait theories. Elements of Consumer Learning and its significance.	8
Module 4: Socio-cultural Influences Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-buying behaviour. Factors influencing consumer behaviour.	11
Module 5 Consumer Decision Making Howard Sheth Model, Consumer Decision Making, consumer Protection, consumer right	8

Text Books:

1. Schiffman L.G & Kanuk L.L, (2008) Consumer behaviour, Pearson prentice Hall. 9th Edition.
2. David L. Loudon, Alfred J. D. Bitta, (2002) Consumer behavior; Tata McGraw Hill education Pvt. Ltd. Fourth edition,
3. Consumer Behaviour, Raju & Xardel, Vikas publication
4. Consumer Behaviour, Kazmi & Batra, Excel Books

Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the

Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LC D projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internet
Simulation



Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20

Independent Teaching Assessment	5
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Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes

Course	Programme Outcomes				
Outcomes	A	B	C	D	E
CO1	3	2	1	3	1
CO2	3	2	1	2	2
CO3	2	2	1	3	2
CO4	2	2	3	2	1
CO5	2	3	3	2	1

H- High, M- Medium, L-Low

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1,CD2
CD2	Tutorials/Assignments		CO2	CD1,CD2
CD3	Seminars		CO3	CD1,CD2
CD4	Mini projects/Projects		CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids		CO5	CD1,CD2
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

(HR SPECIALIZATION)

MT 321 Manpower Planning

COURSE INFORMATION SHEET

Course code: MT321

Course title: MANPOWER PLANNING

Pre-requisite(s): MT107, MT201

Co- requisite(s): NIL

Credits: 3 L:3 T:0 P:0

Class schedule per week: 03

Class:BBA

Semester / Level: VI/3

Name ofTeacher:

CourseObjectives

This course enables the students:

A.	To acquaint the student with conceptual knowledge of human resource planning
B.	To prepare students to exploit opportunities being newly created in the human resource Profession
C.	To enable the students to acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions
D.	To train them in application of human resource planning techniques.
E	To examine the human resource planning, development, and utilization in modern organizations.

Course Outcomes

After the completion of this course, students will be able to:

1	Analyze the theory and concepts of Manpower planning
2	Identify the evolution of MPP throughout the organization
3	Describe the applications of a Human Resources Information System
4	Evaluate the organization's planning program
5	Visualize the role of human resource department

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Manpower Planning and Resourcing: Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining, Senior Management Support, Meeting the Organization's Goals and Objectives.	9
Module 2 Manpower Forecasting: Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting	9
Module 3 Manpower planning and corporate strategies: H R planning as a strategic process, employees as resources, goal attainment, linking H R process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.	9
Module 4 Job Analysis and Job Evaluation: Concepts, Benefits and Steps of Job Analysis, Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation	9
Module 5 Recent Trends in Manpower Development and Planning: Introduction, Competency mapping, Knowledge management, Manpower Development, E-Manpower planning, HRIS.	9

Text books

- Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
- Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi..
- Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
- Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.
- Human resource management (14th ed.). Boston, MA: Pearson.

Reference books:

- Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc-Graw-Hill, New York.
- Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi. Edwin B. Flippo, Personnel Management, McGraw Hill Pub., Co., New York.
- David, A. De Cenzo and Stephen. P. Robin, Personnel/Human Resource Management, Prentice Hall India (P) Ltd., New Delhi

4. Sharma, A.M. Personnel and Human Resource Management, Himalaya Publishing House, Mumbai.

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus
Topics beyond syllabus/Advanced topics/Design**

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LC D projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internet
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes				
	A	B	C	D	E
CO1	2	2	3	3	3
CO2	2	2	3	3	3
CO3	2	2	2	3	3
CO4	2	2	3	1	1
CO5	2	2	2	1	1
INDEX	1=HIGH, 2=MEDIUM, 3=LOW				

Mapping Between COs and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD4 AND CD 5
CD5	Laboratory experiments/teaching aids	CO5	CD6 AND CD7
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		

CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 322 Industrial Relations

COURSE INFORMATION SHEET

Course code: MT-322

Course title: Industrial Relations

Pre-requisite(s): MT107, MT201

Co- requisite(s): NIL

Credits:03 L:3 T:0 P: 0

Class schedule per week: 03

Class:BBA

Semester / Level: VI/3

Name of Teacher:

Course Objectives

This course enables the students:

A.	To understand the role and importance of Labour Management Relations
B.	To develop understanding about Trade Union and unionism and related issues with union.
C.	To enrich idea about Collective Bargaining and its uses in industries
D.	To understand role of workers participation and its effectiveness in the Industries
E.	To throw light on the causes and effect of grievance handling and discipline.

Course Outcomes

After the completion of the course students will be able to:

1	Develop better understanding about the Labour Management Relations practised in industries.
2	Create awareness about all the legal aspects related with Trade Union and unionism.
3	Formulate clear idea and expert view about Collective Bargaining and developing understanding about all the issues related with it.
4	Develop better understanding and idea related to workers participation.
5	Develop proper understanding and practice of discipline and grievance handling in industrial area.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Labour Management Relations – concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations, Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relation system.	6
Module 2 Trade union and unionism – trade union movement in India, concept and definition of trade union, functions of trade union, theories of trade union , Managerial trade unionism, Problems and characteristics of trade unions in India .	9
Module 3 Collective Bargaining – definition and concept, characteristics and importance, theories of Collective Bargaining, objectives and process of Collective Bargaining, analysis of collective agreements, essential conditions for success of Collective Bargaining.	9
Module 4 Workers Participation in management – concept and definition, level and forms of participations, workers participation in India, Institutions for participation, pre-requisite for effective participation.	9
Module 5 Discipline and grievance handling, work-place discipline, discipline procedure, work-place counselling, types of counselling, counselling process, grievance handling, causes of grievance.	12

Text Books

1. Employee Relation Management :P.N.Singh& Neeraj KumarPearson
2. Industrial Relations and LabourWelfare ,R.Sivarethinamohan PHilearnings

Reference Books

3. Industrial relations Trade Unions, and LabourLegislation ,P.R.N.SinhaPearson Education
4. Industrial Relations ,A.Monnappa,Tata McGraw Hill, NewDelhi
5. Industrial Relations ,A.M.Sharma ,Himalaya PublishingHouse

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LC D projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internet
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes				
	A	B	C	D	E
CO1	1	3	1	1	2
CO2	1	3	1	2	2
CO3	1	2	3	1	3
CO4	1	2	1	1	1
CO5	1	3	1	2	2
INDEX	1=HIGH, 2=MEDIUM, 3=LOW				

Mapping Between COs and Course Delivery (CD) methods				

CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1, CD2, CD4
CD3	Seminars		CO3	CD1
CD4	Mini projects/Projects		CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 323 Training and Development

COURSE INFORMATION SHEET

Course code: MT 323

Course title: Training and Development

Pre-requisite(s): MT107, MT201

Co- requisite(s): NIL

Credits:3 L:3 T:0 P:0

Class schedule per week: 3

Class:BBA

Semester / Level: 6 /3

Branch: BBA

Name of Teacher:

Course Objectives

This course enables the students:

A.	To identify the role of training and development in organizations
B.	To explain the methods and techniques used in training
C.	To understand the relevance of executive development programme
D.	Identify the major phases of the training and development process
E.	To learn the various techniques used to evaluate the training programmes

Course Outcomes

After the completion of this course, students will be able to:

1	Familiarize with the concept of training and development
2	Develop an understanding of the various methods used in training
3	Appraise the need for executive development programme
4	Design an effective training program
5	Examine the methods used to evaluate training programmes

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 Training and Development Concept: Training and Development: Introduction, Need, Objective, Concepts and Rationale of Training and Development, Concepts of Education and Learning, Introduction to motivation through Training, Difference between Training and Development, Challenges to effective training	7
Module 2 Types and Methods of Training Program: Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve Types of training, Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training.	8
Module 3 Executive Development: Nature, Methods of Executive Development: On the job and Off the job, Importance of Executive Development Process, Executive Development process, Basic requisites and challenges for the success of the Management Development Programmes	9
Module 4 Training Process: Organisation of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; Pre-requisites for designing the training Program, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Needs Assessment: methods and Process.	12
Module 5 Designing, Implementing and evaluation of a Training Program: Designing a Training Module, Need for Evaluating Training, Budgeting of Training, Cost-Benefit Analysis, ROI of Training. Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation, Methods of evaluating effectiveness of Training	11

Text books:

1. .K. Bhatia, (2007) Training and Development – Concepts and Practices ,1sted Deep & Deep Publications Pvt.Ltd.
2. Raymond Noe,(2008), Employee Training and Development 4thEd,Tata McGraw Hill Private Ltd.

Reference Books:

1. Mamoria& S. V. Gankar, (2004) Personnel Management 24thed,Himalaya Publishing house.
2. MirzaS.Saiyadain,(2003)HumanResourceManagement,3rded,TataMcGrawHillPrivate Ltd.
3. Dessler, Garry, Human Resource Management, Prentice Hall ofIndia.
4. Aswathappa, K., Human Resource Management-Text and Cases, Tata McGraw Hill
- 5.Rao, T.V., Future of HRD, Macmillan PublishersIndia

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	A	B	C	D	E
CO1	1	3	1	1	1
CO2	1	2	1	2	2
CO3	1	2	3	1	1
CO4	1	2	1	1	3
CO5	1	3	1	2	2
INDEX	1=HIGH, 2=MEDIUM, 3=LOW				

Mapping Between COs and Course Delivery (CD) methods

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery

				Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1 and CD2
CD4	Mini projects/Projects		CO4	CD1 and CD2 and CD8
CD5	Laboratory experiments/teaching aids		CO5	CD1 and CD2
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 324 Industrial and Labour Legislations

COURSE INFORMATION SHEET

Course code: MT324

Course title: Industrial and labour legislations

Prerequisite(s): MT107, MT201

Co- requisite(s): NIL

Credits:3 L:3 T:0 P: 0

Class schedule per week: 03

Class:BBA

Semester / Level: 6/3

Branch: BBA

Name of Teacher:

Course Objectives

This course enables the students:

A.	To enumerate the understanding of the Industrial relations and labour law framework in our country.
B.	To illustrate the importance of Industrial peace and efforts to reduce disputes.
C	To describe the Social Security Frame-work prevailing in the Country.
D	To explain the protective legal framework in Indian context.
E	To devise the terms and conditions of labour and employment.

Course Outcomes

After the completion of this course, students will be able to:

1	Understand the significance and role of labour law in industrial relations.
2	Establish industrial peace and harmony in an industrial establishment.
3	Provide social security measures to working populations.
4	Provide comfortable, safe and hygienic work place.
5	Develop the policies and rules in organizational settings.

Syllabus

MODULE	(NO. OF LECTURE HOURS)
Module 1 (6 lectures)Industrial Relations – An Overview of Industrial Relations. Meaning and Scope of Industrial Relations. Evolution of Industrial Relations in India. Changing Dimensions of Industrial Relations in India. Impact of globalization on Industrial Relations.ILO	6
Module 2 (6 lectures)Trade Unions: Concepts and objective, Function and Role in Globalize Content. Trade Union Act, 1926- Applicability, Registration and Recognition of Trade unions.	6
Module 3 Industrial Disputes- Nature and Causes of Industrial Disputes, Types of Conflict, Resolution- Statutory & Non –Statutory. Collective Bargaining- Concept and Importance, Process and Pre- requisites. The Industrial Disputes Act, 1947 – Objective and scope. Definition of Lay off, Retrenchment, Closure, Strike& Lock Out.	8
Module 4 Protective Labour Legislations- Factories Act 1948- Objective and scope, Provisions related to health, welfare and safety, Shops and Establishment Act.	6
Module 5 Social Security Legislations - Employee’s Compensation Act, 1923- Objective & Scope, Definitions of Dependent, Disablement, Occupational Diseases, Compensation when payable & when not payable. Employees Provident Fund & Miscellaneous Provisions Act, 1952- Objective & Scope, Schemes under Act - Provident, Pension & Insurance, Establishment of funds & Contribution. Payment of Gratuity Act, 1972- Objective & Scope, Calculation of gratuity, max. and mim. gratuity& forfeiture of gratuity.	9

Suggested Readings:

Text Books

1. Industrial Relations in India: Agnihotri V Atma Ram & Sons Delhi
2. Monnapa, A. Industrial Relations, New Delhi: Tata McGraw Hill.
3. Labour Laws for Managers By: B.D. Singh 2nd edition Excel Books

Reference Books

1. Industrial Relations and Labour Laws by S.C. Srivastava, 6th Revised Edition, Vikas Publishing House New Delhi.
2. Labour Laws By: H.L. Kumar Universal Laws Publishing Co. Pvt Ltd New Delhi.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
1. Lecture by use of boards/LCD projectors/OHP projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/teaching aids
6. Industrial/guest lectures

7.Industrial visits/in-plant training
8.Self- learning such as use of NPTEL materials and internets
9.Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcomes	Program Outcomes				
	A	B	C	D	E
CO1	1	1	1	2	1
CO2	1	3	2	2	2
CO3	1	1	1	3	2
CO4	2	3	2	2	2
CO5	1	1	1	1	2

Index	1=HIGH, 2=MEDIUM, 3=LOW
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Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1, CD2
CD4	Mini projects/Projects		CO4	CD1, CD3
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD4
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

MT 325 Performance and Compensation Management

COURSE INFORMATION SHEET

Course code: MT325

Course title: Performance and Compensation Management

Pre-requisite(s): MT107, MT201

Co- requisite(s): NIL

Credits:03 L: 03T:0 P:0

Class schedule per week: 03

Class:BBA

Semester / Level: 6/3

Name of Teacher:

Course Objectives

This course enables the students:

A.	To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace
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B.	To identify the fundamental concepts of Performance management
C.	To acquire knowledge in measuring performance and managing in organizations.
D.	To understand basics of managing compensation systems of an organization and understand its application.
E.	To understand the various performance level of employees in the current industries.

Course Outcomes

After the completion of this course, students will be able to:

1	Recite his expertise in HRM
2	Apply the leadership quality
3	Demonstrate various quick decision and various situations
4	Articulate his expertise as a good trainer in corporate sectors
5	formulate the compensation structure in the existing organizations

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)	Text books:
Module 1- Performance Management Introduction to the concept of Performance Management, Objectives of Performance Management, Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management, Importance of Performance Management, Performance Management System, Characteristics of Performance Management System, Goal Setting Theory & Expectancy Theory.	10	
Module 2 -Performance Management Process Introduction to Performance Management process, Prerequisites of Performance Management Process, Performance Planning Process, Goal Setting Levels- Individual & Corporate level, Needs for Performance Standards, Performance Measurement /Assessment process.	7	
Module 3 -Performance Appraisal Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal ,Performance Appraisal Process, Traditional methods of Performance Appraisal, Modern methods of Performance Appraisal, Importance of Performance Appraisal, Need for Employee Development , Methods of Employee Development	8	
Module 4-Compensation Management Introduction to Compensation & Compensation management, Objectives of Compensation management, Principles of Compensation management, Importance of good compensation system, Factors influencing compensation levels.Job Evaluation: Meaning of Job Evaluation, Features of Job Evaluation, Importance of Job Evaluation and Methods of JobEvaluation	9	
Module 5- Compensation Structure Introduction to Wage & Salary, Difference between Wage & Salary, Time & Piece Wage conceptComponents of pay: Basic pay, Dearness allowance, Incentive plans: Features, Individual& Group incentive plans & fringe benefitsExecutive Compensation: Meaning, Components of Pay system, New trends in compensation management.	11	

1. KohilA. S., & Deb T (2008), Performance Management, New Delhi: OXFORD University Press (latest edition).
2. Bhattacharya, D. K., Compensation Management, Second Edition, Oxford University Press

Reference books:

1. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai: Jaico Publishing House
2. Rao, T. V (2007), Performance Management and Appraisal Systems, New Delhi: Response books
3. Armstrong M., and Murlis, H., Reward
4. Management: A handbook of salary administration, Kogan Page, London.
5. Singh, B. D., Compensation and Reward Management, ExcelBooks.
6. Rao V.S.P, Human Resource Management: Text and cases, ExcelBooks.

Gaps in the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets

Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)				
	A	B	C	D	E
CO1	3	1	3	3	3
CO2	3	-	3	2	2
CO3	3	2	1	3	1
CO4	3	2	3	3	2
CO5	3	1	3	2	3

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1 and CD2
CD4	Mini projects/Projects		CO4	CD1,CD2,CD3
CD5	Laboratory experiments/teaching aids		CO5	CD4,CD5
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

